

How to R.E.A.C.H. the Target in the Age of DMA & DSA?

Recommendation & 4R-Modell:

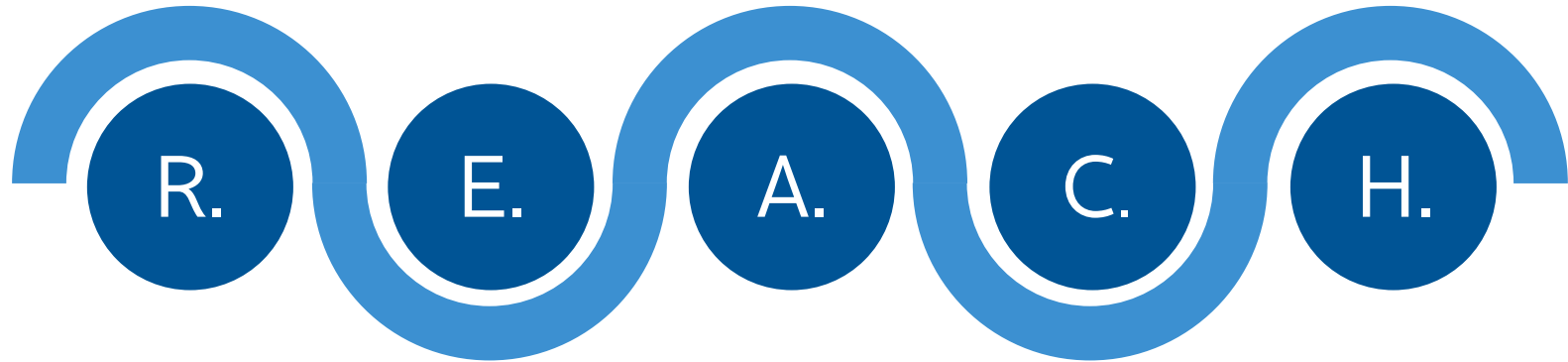
Right Person, Time, Channel,
Message.

Analytics & Automation

If > Then

Hub & HighSpeed Inkjet

Postage Optimisation,
Data, Paper, Ink.



Effectiveness & Efficiency

Targeted and highly
Ressource Saving

Cookieless & CRM

Own Media first. And last:
Paid Media.