

# Xerox & XMPie® heat up the new business pipeline with Digitally Cool.

A cross-channel program to sell digital print technologies worldwide.

**Situation:** Xerox® Corporation is a \$15.7 billion technology and services enterprise that helps businesses deploy smarter document management strategies. XMPie® provides software for one-to-one cross-media marketing campaigns—and is an Advanced Business Partner of Xerox. Together, they sought to promote their capabilities at helping marketers create multi-channel Individualized™ marketing programs that include Variable Data Print (VDP).

**Solution:** Working with Roger P. Gimbel & Associates, the Xerox-XMPie team staged a 7-month, 19-venue, 12-country Digitally Cool Seminar Tour that was designed to raise awareness of their digital print technologies and deliver prospects into the Xerox sales cycle. To fill seats, Xerox-XMPie used a “seeing is believing” philosophy in which seminar invitations and qualification materials not only advertised the events—but also, through their very creation and distribution, demonstrated the power of Individualization™ and VDP.

Specifically, Digitally Cool communications featured a VDP-produced poster/invitation that contained personalized information about the recipient’s company, seminar options, and a PURL (Personalized URL) response mechanism...an Individualized™ Web registration page and confirmation e-mail...and an Individualized™ DocuCard on the day of the event that included a personalized agenda and prize information.

**Results:** Out of 13,000 invitations that were created in six languages—a total of 5,300 people responded by going to their own personalized web page (41% response). Of these respondents, 26% pre-registered for the seminars—with a total of 1,600 qualified prospects added to the Xerox sales pipeline. ROI-to-date in terms of sales revenue: A whopping 1,000%!

One in a growing series of case studies that highlights best practices in VDP.



Here's one cool way to create an avalanche of new business.  
See other side for details.

**Digitally Cool**

*Think this is Cool?*

Well John, wait 'til you see the extreme profitability of digital color printing.  
Now, that's Cool. Digitally Cool.

Sign up now for Digitally Cool!

XEROX

Poster / Invitation

Welcome, John, to Digitally Cool — the Xerox color printing event.

Join us to discover:

- How to increase your productivity
- How to reduce your operating costs
- How to improve your customer service
- How to increase your sales

Plus, you'll receive a complimentary Xerox color printer.

**Sign Up Now!**

XEROX

Web Landing / Registration

Thank you John A. Sample for registering for Digitally Cool — the Xerox color printing event in Annapolis.

When: Tuesday, October 4, 2005  
Where: Marriott Suites Marriott Annapolis Inn & Suites

Your participation in the Digitally Cool event is important because you'll be among the most productive and profitable business leaders in the industry.

XEROX

Email Confirmation

For more information, call us as 646-472-1936 Ext. 1936 or [info@rogergimbel.com](mailto:info@rogergimbel.com)