



## Measured Results

Effective one-to-one marketing is merely a one-way method of delivering your message to prospects and customers. No matter how attractive, clever or personalized your message is, without a means to measure the response it could be as futile as clapping with one hand.

The true power of MLI's 1-1 Media Solution is the union of technology that provides you an arsenal of sophisticated tools. We harness the power of Variable Data Printing and you reap the benefits of our expertise.

Through effective deployment of Personal URLs (PURLs), reply mail or any combination therein, you will have a critical ROI device and the potential to learn more about your customer in the process. When a customer responds to your message, it is a critical acknowledgment that not only validates the campaign, but can also establish an open conduit for future communication.