



1 – 1 Media

- ◆ Whisper Approach
- ◆ Personalized PURLs with purl-it™
- ◆ Measured Results
- ◆ Relationship Marketing

Establishing and sustaining a connection with customers is the fundamental tenet of effective marketing.

Hybrid digital printing economically deliver the range of personalization necessary to hold the attention of the “sound bite” generation and whispers it softly into the customer’s ear. Whether it is Hybrid or Conventional — or through Personalized URLs (PURLs) using purl-it™ — MLI’s 1–1 Media Solutions collaborates with clients to create consistent marketing that is variable, dynamic and relevant to each specific customer to radically increase your ROI.

Because the content and offering in each message is personalized, customized and targeted to that individual or business, your customers will take action, your response rates will increase dramatically and you’ll rapidly achieve your sales and marketing goals.

The value in 1–1 is that it maximizes your dollars in every way. The value in MLI is that we can bring it all together in a comprehensive approach.