

# Cestrian Transforms its Marketing Communications with DirectSmile Cross Media

## Personalisation and improved production efficiencies key factors in decision to install DirectSmile

Visual brand communications specialist, Cestrian, decided to install the leading, multi-channel marketing software to enable it to revolutionise its marketing service capability by offering targeted, personalised campaigns that span all communication platforms. The company, based in Manchester, UK, was looking for a system that would seamlessly synchronise print, URLs, Email and SMS whilst tracking response rates, delivering increased ROI for its customers. Not only was Cross Media able to provide this solution, it proved extremely easy to use and enabled Cestrian to streamline operations.



Cestrian has already seen the effects of personalisation, with a significant increase in response rates for a recent campaign

## More time effective than the previous platform

"The marketing industry is changing rapidly, with multi-channel communications considered the most effective way of engaging consumers," said Emma Baker-Smith, Marketing Manager, Cestrian. "Following the demonstration and valuable advice from Transeo Media, UK distributor of DirectSmile, it was clear that Cross Media would offer us an easy-to-use solution that would enable us to realise fully-integrated, targeted marketing campaigns that deliver increased ROI. Since its installation, the system has already proven to be more time and cost efficient than our previous platform, allowing us to be more profitable as well as provide a quicker service."



Emma Baker-Smith,  
Marketing Manager at Cestrian

As Cross Media is fully automated, Cestrian has been able to take advantage of its time saving capabilities, allowing the company to set up a campaign, schedule it for a specific time and leave it to distribute. The system then automatically measures online response rates, providing Cestrian with the ability to analyse the campaign's success as well as quantify ROI.



## Measurability is essential for marketing

"The ability to create, test and dispatch from one screen dramatically increases the speed with which we can complete and distribute a customer campaign," commented Baker-Smith. "Being able to track campaign responses and measure activity is also truly innovative. This allows us to improve our customers' databases as well as strengthen their customer relations through better targeted, follow-up campaigns."

Cross Media's personalisation capability was another major deciding factor for Cestrian. The company is a strong advocate for the benefits of personalisation in marketing materials and has already begun to experience the positive impact personalisation can have. By simply personalising the landing pages within a recent campaign, Cestrian saw a significant increase in recipient response rates.

"Personalised marketing materials evoke an emotional and impactful reaction from the recipient in a way that mass communications just can't," said Neil Bather, Managing Director, Transeo Media." Statistics show that marketing materials have just seconds to catch the attention of their target audience. For this reason alone, it is essential to get the right mix of creative design, messaging and fulfilment and personalised content can increase a campaign's chance of success, dramatically."



The factory at Cestrian, a visual brand communications specialist

## Excellent training and support

In addition to the benefits of the product itself, Cestrian's Baker-Smith explained that working with Transeo Media has ensured the new system's implementation was hassle-free.

"The training provided by Transeo Media was excellent, and the support team are always on hand to provide a quick solution to any query. Even when we were interested in doing something that the system was not developed to do, the team were keen to help us devise a new way of fulfilling our needs and ensure our satisfaction.

"Ultimately, with the help and advice from Transeo Media, DirectSmile Cross Media has opened our eyes to what can be achieved," concluded Baker-Smith.

**Cestrian is a customer of Transeo Media, a UK distributor and consultancy for print, marketing and photo finishing technology.**

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