

Like putting your marketing materials on Red Bull®

Experience the power of FreshDM

FreshDM helps your marketing staff crank out powerful printed marketing materials in record time. Marketing managers can create mailings for your company's salespeople or agents right from their computer. It's easy to customize materials to the needs of customers and prospects AND personalize with the salesperson's information. Order your marketing piece, and it's in the mail in 2 business days. Now those are some energized marketing programs!

What is FreshDM?

FreshDM was developed by Allegro Communications, Inc., a direct marketing agency with over 18 years of experience helping clients send out powerful, effective marketing materials. This Web 2.0 application allows marketing departments to send out marketing materials and direct mail in 4 easy steps:

- Choose your marketing material
- Grab your list
- Approve a live, online proof
- Checkout – you're done!

Bam! Just like that, you can send out variable, on-demand versions of your company's creative materials – including postcards, letters, brochures, sell sheets, sales proposals, fulfillment kits, booklets, complete direct mail packages, and more. Anything you want to print or mail can be handled through FreshDM.

You'll get the most relevant and effective marketing materials in the hands of customers and prospects at just the right time. Because the materials are custom and personal, you can mail less, and maintain or even increase your response rates.

You can even order brochures or sales materials for field reps or agents – in any quantity from 1 to 10,000 – and have them shipped to their offices in a matter of days. It's quick and easy. All you need is Internet access.



Is FreshDM right for my company?

If you answer "Yes" to any of these questions, then you should consider FreshDM:

- Do you get multiple requests for small mailings or print jobs with minor revisions?
- Do you want to use templates to save time spent on creative and layout edits?
- Would you like to manage all your printing with one tool and still have the flexibility to outsource to a variety of printers?



FreshDM by Allegro Communications, Inc. is certified for the AppExchange.



401 w. saint charles rd.

lombard, il 60148

630.495.1600

www.freshdm.com

What can FreshDM do for me?

FreshDM gives marketing managers the power to create custom, personalized marketing materials that adhere to corporate branding standards. Simply choose from the available marketing materials, add customized content, import your list, and approve the materials to be produced and mailed.

Key features of FreshDM include:

- Enable variable, on-demand versions of your company's creative materials
- Give your marketing team the ability to order multiple versions or small quantities of marketing materials
- Easy-to-use list selection and import .XLS files
- Combine pre-printed materials stored in inventory with on-demand items
- Eliminate waste and costs associated with pre-printed materials
- No production quantity minimums



Give your marketing materials a jolt with FreshDM. Marketing managers have the power to create, mail, and track true one-to-one communications.

Call **630.495.1600**
for a **FREE** Demo today!

FreshDM helps close the sale.

FreshDM will help you increase sales and dramatically improve your productivity. Satisfied customers give the best endorsement:

"With FreshDM, our sales representatives generated over \$230 million in incremental sales in one year's time!"

CIT Equipment Finance

"Campaigns can have multiple inserts and variable elements throughout. It's digital, direct, custom, and available whenever I have a connection."

Genworth Financial
Long Term Care Insurance Division



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