

# What if you needed to send out 30 individual mailings this week?

That's **FRESH!**

Discover® Network, the credit card processing and transaction unit for Discover® card, builds its merchant network by using highly personalized and relevant direct marketing materials. Since each representative has different needs in different regions, every mailing is custom. With over 100 internal “clients,” how could the marketing department keep up?

Allegro was called in to develop a unique direct marketing on-demand system that is customized, easy to use, completely automated, integrated, and fool-proof. It was important that the marketing and sales staff could quickly access the system and send mailings out in a matter of minutes.

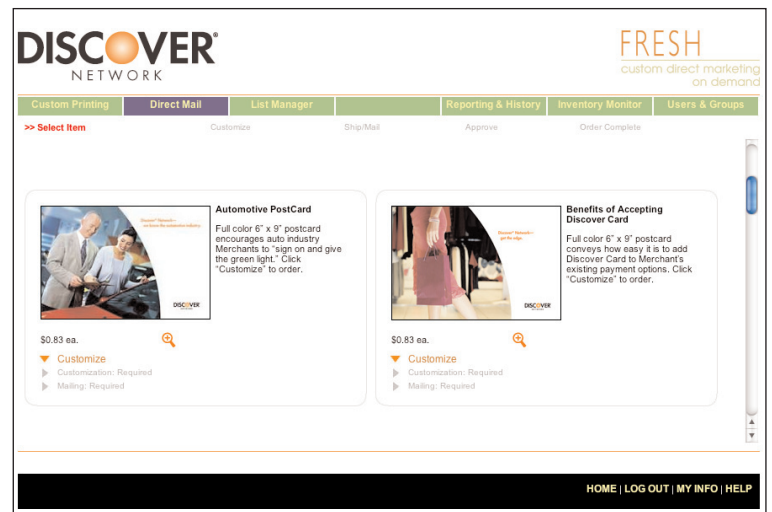
Allegro recently launched FRESH — Custom Direct Marketing On-Demand for Discover Network. This system allows each sales representative or marketing manager to launch individual direct marketing campaigns to a specific contact list, or order customized brochures and sales materials.

For instance, a representative can send an introductory postcard customized to a particular industry — such as restaurant, salon, auto repair, or child care merchants — and then follow-up with an industry-specific direct mail package or fulfillment kit. These materials all feature personalization with the sales rep’s name and contact information.

Once they select a mailing, sales reps then review it, receive an online proof, and approve the mailing for production. FRESH can be accessed from any Internet-connected computer, and the process is completely automated to reduce the chance of human error.

In addition, Discover Network management has supervisory control at an administrator level as a “super-user” and can approve or cancel campaigns in the system, view results, and make changes to user information. Marketing managers can also upload new direct marketing lists and make changes to existing campaign materials in real-time from any computer.

The Discover Network sales staff and management are thrilled with FRESH — Custom Direct Marketing On-Demand for Discover!



**FRESH** — Custom Direct Marketing On-Demand is:

- Customized to your needs
- On-demand from any Internet-connected computer
- Highly personalized for each user
- Completely automated
- Easy to use



For a **FREE Demo** of FRESH, call Allegro at **630.495.1600**.