

# Distributed Marketing — Financial

SIGMA designed a desktop application to manage large quantities of direct mail for a small financial firm

## Objective:

Our client needed a simple browser-based solution to manage a large quantity of small-run, variable print direct mail, which needed to be personalized for individual sales agents.



## Approach:

SIGMA created a digital storefront as a fast and convenient way to generate variable direct mail or collateral, while housing all the client's collateral in a centralized location online.

The client was able to access preloaded creative templates, personalize variable data fields, merge mail files, and consolidate mailings of like pieces for maximum postal discounts.

We provided targeting strategy and list creation, which would allow individual resellers the opportunity to run sophisticated acquisition and demand generation programs.



## Outcome:

Centralized control of creative assets and users for different roles or locations within an organization.

- Ideal for multi-location sales or marketing teams.
- Keep the client's branding consistent.
- Provide on-line billing and invoicing options.



## Insights:

A custom port for our client's marketing needs with minimal upfront costs enabled a streamlined process of ordering direct mail. A complete print-on-demand system, with no waste on print overruns or unused printed inventory.



585.473.7300

[info@SigmaMarketing.com](mailto:info@SigmaMarketing.com)

[www.SigmaMarketing.com](http://www.SigmaMarketing.com)

Rochester

42 S Washington St  
Rochester, NY 14608

Boston

745 Atlantic Avenue, 8th Floor  
Boston, MA 02111