

# SLC's "Real-Time" SDM Technology

## THE FUTURE IS HERE!

### Direct Mail Prospecting just got easier with "Real-Time" SDM (Segmented Direct Mail)

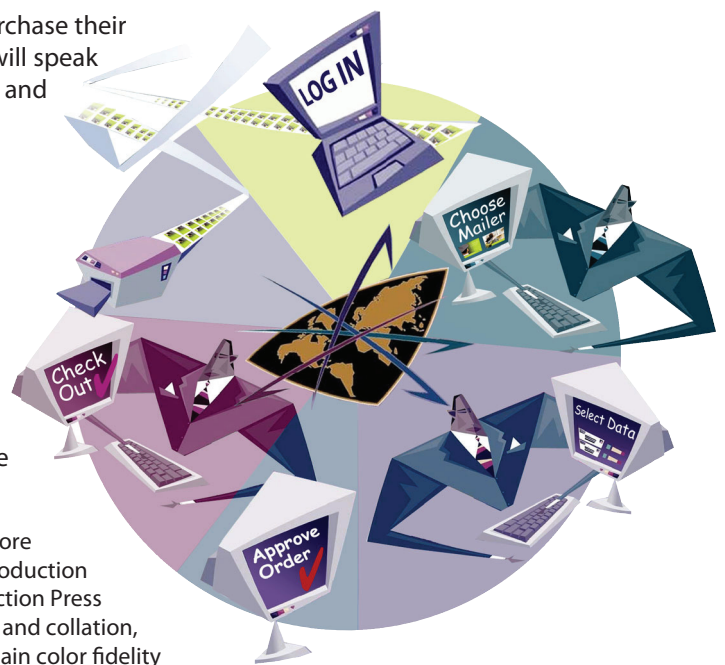
The definition of Customer Segmentation is the practice of dividing a customer base into groups of individuals or companies that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, etc.. Segmentation allows companies to deploy database marketing to target their prospects more effectively, therefore creating increased ROI's in their marketing efforts. Cost-effective efforts for generating sales and prospecting for new customers have always been important to create leads and generate sales while keeping budgets in check, making it essential to be more targeted with your marketing and prospecting dollars. One way to do this is through direct marketing and, more specifically, Segmented Direct Mail (SDM).

With "Real Time" SDM companies of all sizes can in minutes, Purchase their Data and Create "100%" Segmented Personalized Mailers that will speak individually to each recipient by swapping out images, content and more all for Static Digital Print Pricing.\*

1. **Log-in to your branded site**
2. **Choose your mailer**
3. **Select your Data Criteria**
4. **Approve "Individualized" Mailer**
5. **Check Out**
6. **Print Ready File Delivery \***

It's that simple! You don't have to spend days or weeks anymore to get your Highly Personalized mailers to your prospects.

\* SLC's application exports print ready files directly to print and therefore reducing normal printer workflow. SLC uses the Xerox iGen3 Digital Production Press for all your digital printing needs. The Xerox iGen3 Digital Production Press revolutionized digital production printing with automatic make-ready and collation, the ability to mix stocks within a run, and built-in intelligence to maintain color fidelity and registration. The result is "Highly Personalized Mailers" at "Static Digital" pricing.



**One Stop, Personalized Service For Your 1:1 Marketing Needs.**

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133 Basil Street • Encinitas, CA 92024 • 619 840 1539 • [www.signatureleadcompany.com](http://www.signatureleadcompany.com)





Jessica, we protect the roof over your head and everything under it, especially your sense of security.



Richard, we protect the roof over your head and everything under it, especially your sense of security.



Edna, you may not own the place where you live, but you still need insurance protection.



William, Whatever your needs are, One2One Insurance has you covered.

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Examples based on:

- Homeowner Type
- Property Type
- Age
- Gender
- Income

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**Signature LEAD COMPANY**

**FRESH**  
SALES LEADS,  
TELEMARKETING LISTS,  
AND MAILING LISTS

Every Time.