

■ AUDIENCE OF ONE

Target Your Message. Build Brand Loyalty. INCREASE SALES.

GP Sandy, A Division of GP Strategies™ custom communication solutions enhance the customer experience. We help you connect with your targeted customers through relevant and effective communications – resulting in unprecedented results. From feature-rich magazines to online communities, we develop loyalty solutions to keep your products and services top-of-mind.



Our Audience of One (AO1) proprietary technology takes customization one step further by targeting specific individuals with key messages at the right time! This unique and proven technology allows you to speak differently to

each individual depending on their interests and your marketing objectives.

We start every project by looking at your end goal. What do you want to accomplish and how do you want to measure it?

- Do you want to increase sales?
- Do you want to consolidate marketing costs?
- Do you want to increase you brand awareness and strengthen advocacy?
- Do you want to increase your reach?

Metrics play a key role in determining your custom AO1 solution.

AO1 is:

- **TARGETED**
 - Personalize your communications to deliver the right message to the right person at the right time
 - Provide higher levels of personalization to your most valuable customers or other targeted segments
- **FLEXIBLE & INTEGRATED**
 - Delivery can be digital or print
 - We custom-design the format depending on your specific short-term or long-term needs
 - Can be a stand-alone program or can complement your existing loyalty initiatives
- **A RANGE OF SERVICES**
 - We offer a full range of services including turnkey operations
 - Research
 - Editorial
 - Graphic Design
 - Web Development
 - Database Management
 - Production Management
 - Project Management
 - Call and Data Entry Centers
 - Measurement

We understand how to make personalization work harder for you. Find out how our experienced GP Sandy team can make a difference.

▶ For more information contact
Martha Manting
mmanting@gpstrategies.com
www.gpsandy.com