



CASE STUDY

Customer retention with individualized print mailings

More: autlay.com/fotokalender



CASE SUMMARY



Existing **customers are reactivated** in an automated process, with **highly individualized print products** based on their **previous purchases**. The template-free **layout process is fully automated**, without the need for any manual design efforts or design software (licenses).

Trigger: inactivity

The customer has not made a purchase in the last 12 months.

Layout for cost-effective DIN long postcard

The template-free *AutLay Layout Engine* designs individualized mailings in a completely automated design process.

Product recommendation

Based on the purchasing history, the most relevant products and matching images are calculated and identified.

Print and distribution

Individualized layouts are seamlessly transferred to print production and shipping.

AUTOMATED & INDIVIDUALIZED LAYOUTS

Preferred product category: wall calendar

Personalised salutation

Individualized product recommendations

Hey Burrekhardt, jetzt neuen Fotokalender gestalten!

Gestalte deine neuen Lieblingskalender, Burrekhardt! Ganz individuell - mit deinen Lieblingsfotos.

Wochen-Tischkalender Bianke Einmachzettel 170x145 Wochen-Tischkalender 19,99 €	Wandkalender Zeit für Leuchtgläser A3/A4/A5 Hochformat 14,99 €	Tischkalender Kringel 142 x 170 Monats-Tischkalender 9,99 €
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 DW 01 23 0 30 Deutsche Post Net
 oolapost

Burrekhardt Muster
 Allensseher Straße 149
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Automated Layout by **AutLay** Printed by **DigitalPrint** Supported by **Canon** More: autlay.com/fotokalender

Individual layouts for other customers

Hey Ingeruth, jetzt neuen Fotokalender gestalten!

Hey Rieke, dein individueller Fotokalender!

Hey Winfrid, jetzt neuen Fotokalender gestalten!

CASE STUDY

Cross-selling individualized print products



More: autlay.com/fotokalender



CASE SUMMARY



Customer who bought an individualized invitation card for a special occasion e. g. wedding in one web shop (meine-kartenmanufaktur.de) are targeted with a highly individualized print mailing, to cross-sell photo calendars (fotokalender.com) with images of the occasion after a certain period of time.

Trigger: invitation card purchase

A meine-kartenmanufaktur.de customer makes a purchase (e. g. wedding invitations).

Layout for cost-effective DIN long postcard

The template-free *AutLay Layout Engine* designs individualized mailings in a completely automated design process.

Product recommendation

Based on the invitation card product category relevant fotokalender.com products and images are selected and calculated.

Print and distribution

Individualized layouts are seamlessly transferred to print production and shipping.

AUTOMATED & INDIVIDUALIZED LAYOUTS

Theme refers to wedding invitation recently bought

Personalised salutation

Reference to product category of postcard, recently bought

Fitting theme and visuals

Individual layouts for other customers

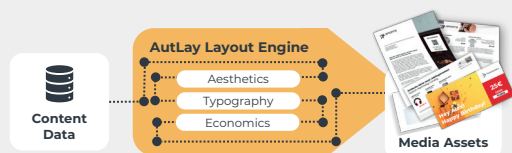
AutLay for Print Service Providers

More: autlay.com/fotokalender



AUTLAY LAYOUT ENGINE

The AutLay Layout Engine fully automates the design process of print materials, using a unique approach, which (unlike other solutions) does **not use any page templates**.



AUTLAY PRINT SOFTWARE-AS-A-SERVICE (SAAS)



Self-service onboarding

- Corporate design
- External connection
- Billing address

Campaign & media development

- Segmentation
- Various media formats

Layout design

- Automated design: AutLay Layout Engine
- Hyperindividualization

Release process

- Preview of individualized print media
- No approval loops needed

Payment / billing

- Validation payment debit
- Automated invoicing

Transfer to production

- Termination production and shipping
- Output print-ready PDF

PRINT SERVICE PROVIDER (PSP)

- PSPs with own print e-commerce shops, can use AutLay for **promoting their own products** (Cross-Selling, Up-Selling, ...)
- enhance their offering with **programmatic print services** to develop existing and win new customers

Automation

- Minimal manual effort
- Low transactional costs
- Increased speed & flexibility

Visibility

- Higher margins
- Customer retention
- Less dependencies on value-added players

Innovation

- Value added services
- Pioneering factor

BENEFITS FOR PRINT BUYERS

- innovative use of print channel with proven response rates
- increase conversion rates thanks to hyper-individualisation
- efficient design and print asset creation by AI driven layout automation
- Fast time-to-market for highly-targeted communication
- increase degree of customer centricity
- secure and enhance revenues

CONTACT



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