

CASE STUDY

Cross-selling accessories to recently purchased product

More: autlay.com/canon



CASE SUMMARY



In an automated end-2-end process Canon online shop customers receive a highly individualized print mailing, which shows recommendations of accessories to the recently purchased product.

Trigger: product purchase

A Canon online shop customer makes a purchase (e. g. of a camera).

Layout for content-rich DIN A4 letter

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

Product recommendation

Matching cross-selling products / accessory products are identified.

Print and distribution

Individualized layouts are seamlessly transferred to print production and shipping.

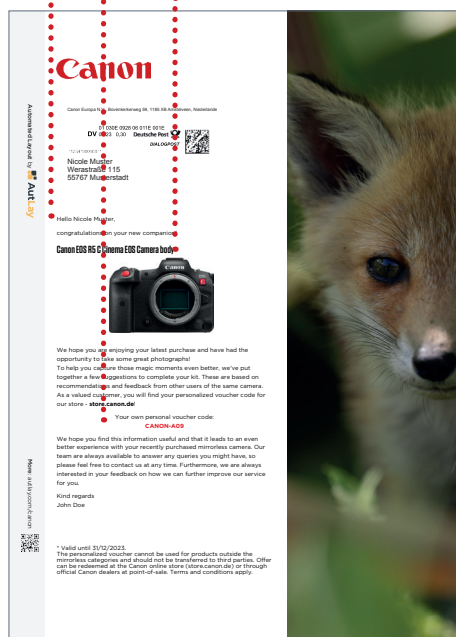
AUTOMATED & INDIVIDUALIZED LAYOUTS

Personalised salutation

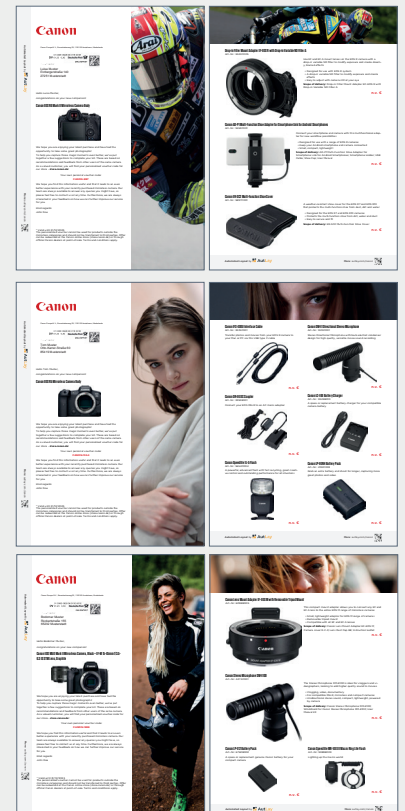
Voucher / tracking element

Recently bought product

Personalized product recommendations / suitable accessories



Individual layouts for other customers



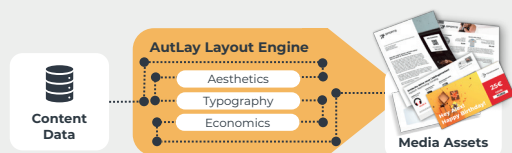
AutLay for Print Service Providers

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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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