

# Campaign with Confidence

## Never Worry About Set Integrity Again

ExactSet™ Integrity System has four cameras that read bar codes and sequence numbers — and, as an option, even take pictures — to verify every piece in a set is a perfect match. It then stamps “DONE” into the database, giving you an audit-trail guarantee of accuracy.

## 100% Verification of Even Your Most Complex Campaigns

The cameras are mobile, so they can be placed to scrutinize highly-personalized campaigns featuring virtually any type of insert, item or other component.

## Faster Turnarounds

With the ExactSet™ Integrity System, there's no need to “stop the presses” to manually verify accuracy. That means campaigns get out faster, and you see results sooner.

## Avoid Costly Errors (That May Go Unnoticed)

Mis-matches and errors cause lower response rates and complaints from recipients. Why risk it? ExactSet™ Integrity System ensures you never have to.

## No More Ugly Codes or Sequence Numbers

ExactSet™ Integrity System works with our proprietary “invisible” bar codes and other innovative techniques to print sets that are free of any visible marks. Now you can send out campaigns which look exactly as you intended.

## Ensure Your Mailing Gets to Every Prospect

Have you ever wondered if every piece in your campaign was actually mailed? ExactSet™ Integrity System verifies and the database stamps every piece, ensuring 100% gets to its intended recipients.



## THE PROCESS

- Four mobile cameras photograph each component.
- Invisible barcodes are scanned and synchronized with the database to confirm a matched set.
- Record is stamped as complete, and photos are archived, leaving an auditable record of the entire process.

## WHY IS THIS IMPORTANT TO YOU?

- ✓ Maximizes the response-boosting power of personalization.
- ✓ Eliminates concerns of possible printing mistakes, mis-matches and other errors.
- ✓ Stamps each verification into your database, giving you a means of confirming set integrity.
- ✓ Freedom to create highly-personalized, multi-piece campaigns with confidence.
- ✓ Eliminates “nightmare scenarios” due to matching mistakes and other errors.
- ✓ Gets campaigns out the door faster.

## AN ADVANTAGE NO ONE ELSE CAN GIVE YOU

To check set integrity, most marketing service providers will stop the printing every 50 or so and manually check. But this approach is inherently sloppy and prone to errors. With ExactSet™ Integrity System, you have four keen eyes (the cameras) checking each piece in your campaign — guaranteeing accuracy.



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# ampersand INTELLIGENCE

ExactSet™ Integrity System

## No Doubt About It

### Get 100% Verified Set Integrity for Your Marketing Campaigns

It's a well-tested fact. Personalization of direct mail and other campaigns boosts response rates. However, there's a big challenge. How do you guarantee the right components get to the right prospects? After all, the last thing you need is a populated reply card — with private information — sent to the wrong person.

## We have the solution.

Our **ExactSet™ Integrity System** checks every component of every piece you send to ensure, with absolute certainty, a match. It then stamps that verification into the database.

**So now you can relax**, knowing every multi-piece, personalized campaign you send is going to be correct — everytime.

