



Exela Marketing Execution

Innovative Technology and Services for the Full Marketing Life Cycle

As a global business process management and automation company, Exela is uniquely positioned as a single-source provider of end-to-end marketing solutions. We make your marketing objectives our own and execute your vision, while maximizing cost savings and operational flexibility.

FLEXIBLE SOLUTIONS, INCLUDING:

- › Powerful Cross-Media Marketing Campaigns
- › Cost-Effective Print and Promotional Item Management
- › AI-Powered Predictive Modeling & Data Analytics
- › Creative Services & Design Assistance
- › Efficient Marketing Operations Support
- › Branded Digital Fulfillment Storefront

Whether there is a need for a digital or direct mail campaign, promotional materials, corporate communication services, or design consultation, Exela has the people, processes, and technology to deliver results and add value across the marketing spectrum.

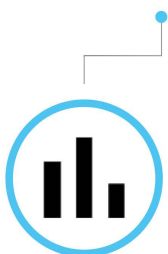
HIGHLIGHTS

- › Extensive print and procurement network
- › Proven Spend reduction strategies
- › Predictive analytics for hypertargeted marketing
- › Communication channel integrations
- › Improved brand management
- › Environmentally-friendly and sustainable practices
- › Creative services and support
- › Commitment to high quality and strict compliance

EXELA MARKETING EXECUTION PLATFORM

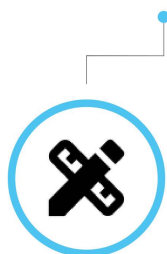
Our web storefront is the premier platform for creating and managing cross-media campaigns. The customizable, white label (client-branded) version of Exela Marketing Execution Platform acts as your company's own e-commerce storefront for internal purchasing and procurement, promotional items, brand management, and spend control.

From static to variable data print, inventory items to packaging, emails to text messages, and personalized URLs to social media, Exela Marketing Execution Platform drives sophisticated print and electronic campaigns from inception to launch.



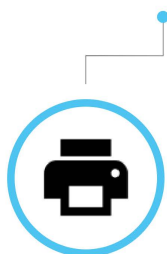
PREDICTIVE MODELING & ANALYTICS

Track and measure engagement through enterprise reporting.



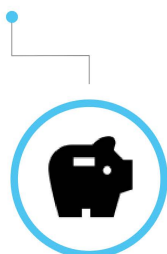
CREATIVE SERVICE SOLUTIONS

Significant cost savings over full-service creative agency fees.



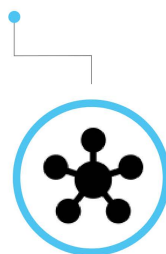
ENTERPRISE PRINT MANAGEMENT

High-speed print, POP marketing, signage, transactional print.



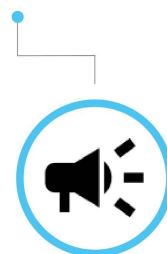
BRANDED MATERIALS STRATEGIC SOURCING

Increase buying power, reduce costs, and control expenses.



OMNI CHANNEL DELIVERY

Engage customers through print, digital web, mobile, and social media channels.



CAMPAIGN MANAGEMENT

Promote business using the right message to the right person at the right time.



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TARGETED DIRECT MAIL COMMUNICATIONS

Maximize marketing touchpoints, including trans-promotional billing and statements.



PRODUCTION MANAGEMENT

Exela specializes in enterprise print materials management and operates multiple state-of-the-art print facilities and whitepaper factories across North America and Europe. Our operations provide high-volume, high-speed digital, transactional, and transpromo print solutions, marketing print on demand, signage, variable data print, USPS integrated mailing, and much more.

STRATEGIC SOURCING

In addition to our in-house state-of-the-art print facilities, Exela offers flexible, scalable commercial print and promotional item sourcing services managed by experienced procurement specialists. Our team of experts will work to optimize your supply chains, source the highest value materials, and engineer cost savings strategies that align with your business goals.

OMNI-CHANNEL CAMPAIGNS

Leverage our industry expertise for assistance with omni-channel marketing campaign design and execution. Engaging collateral with impactful, targeted messaging drives results through multiple touchpoints, numerous channels, and an emphasis on digital engagement.

Run campaigns across multiple channels, including Targeted Direct Mail, EDDM, Email, and Mobile Messaging. Response channels such as Personalized URLs (PURLs), QR Codes, and callback numbers can be added to the personalized direct mail to boost and capture lead information and response actions.

CREATIVE SERVICES & DESIGN ASSISTANCE

Exela's design team has deep domain expertise in print and promotional media, and our omni-channel campaign designers and managers will help put those designs into action alongside impactful messaging.

We'll help you create targeted personalized communications, engaging full-color layouts, and brand-boosting promotional items, while helping to maximize marketing touchpoints through transactional media that improves ROI.

PREDICTIVE MODELING & DATA ANALYTICS

If you're not using Big Data to refine and target your message, you're gambling. Exela's intelligent marketing automation software stack enhances your customer experience and automates data collection and processing to enable hyper-targeted campaigns that increase the likelihood of conversions.

Exela's predictive analytics begin with Rule14 AI-powered data modeling that works through multi-source data collection and aggregation, sentiment analysis, customer segmentation, and prediction. A closed-loop architecture creates dedicated feedback loops for continual system learning and improvement.

