

# PrintShop Mail Connect

OL™ Software

## Because personalisation sells

Create, print and email data-driven promotional communications

## The call-your-customers-by-name software

PrintShop Mail Connect is a standalone multichannel communications tool for all your personalisation needs that's easy enough for beginners, yet provides advanced capabilities for experts.

Build your promotional communications for print and email within the same tool, without having to do the work twice.

With PrintShop Mail Connect, merge any design with any database and create fully personalised direct mail pieces along with rich HTML emails targeted to your recipient's profile.

Personalised messages, images and color make the communication more relevant and thus increase the lifetime value of customers.



Data



Numbering



Text



Barcodes



Images



Conditions



Print



Email



PrintShop Mail Connect



Print at high speed



Output emails



AFP option

# Features

**A multilingual and intuitive drag and drop interface.**

**Wizards** or scripting for personalisation tasks

**High speed optimised output generation:**

- HTML Email
- Optimised PostScript®
- PPML
- PPML/VDX
- PDF
- VIPP
- PDF/VT
- VPS
- AFP (optional)
- IPDS (optional)

**N-up, step-and-repeat and print through-the-stack.**

**Subset finishing** with access to all printer functionalities.

**HTML / CSS / JavaScript® multichannel designer** with print and email output.

**Wide variety of options available at time of printing:**

- Tray selection
- Finishing options
- Inserter controls
- Imposition
- Grouping, splitting and slip sheets
- Booklet

**Free Online training**

**AN EXTENSIVE MAINTENANCE PLAN**

## OL™ Care

- Updates & upgrades
- Technical support



**PrintShop Mail Connect**

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[printshopmail.objectiflune.com](http://printshopmail.objectiflune.com)

Effective personalisation evokes emotional triggers that are more likely to drive recipients to act upon a specified call to action.



Turn your marketing goals into reality!

- ✓ Increase response rates
- ✓ Drive loyalty
- ✓ Take advantage of market opportunities
- ✓ Increase open & click rate
- ✓ Boost productivity

Combine ease of use and advanced personalisation capabilities with high performance.

**Continue working with your scan mark inserter;**

PrintShop Mail Connect is compatible with most of them.

**Gain full control over formatting**

Solve complex integrity challenges and produce high volumes of VDP, at high speed.

## Typical applications

- ✓ Multichannel 1:1 campaigns
- ✓ Email blasts
- ✓ Promotional direct mail
- ✓ Small and high volume print optimisation
- ✓ Postcards, gift certificates, tickets, business cards

**OL™**