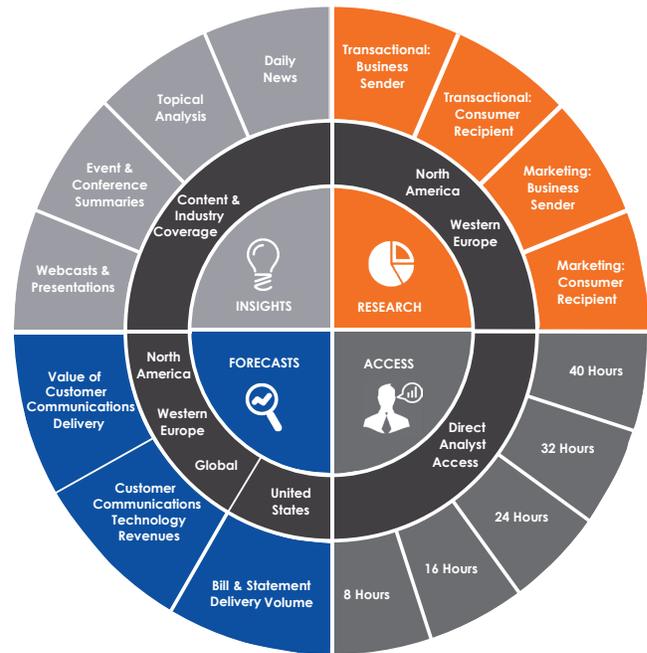


Customer Communications InfoTrends Advisory Service

Keypoint Intelligence's Customer Communications InfoTrends Advisory Service focuses on the business-to-consumer (B2C) market, including tracking of transactional and marketing communications both digital and print. Building on the work that Keypoint Intelligence has done for years in variable data printing, personalized messaging, and transactional printing, the service provides insights and primary research into the technology landscape of customer communications as well as business strategy trends, including in-house production / outsourcing and shifts within key vertical markets. The service provides four major areas of support—Insights, Annual Primary Research, Forecasts, and Analyst Access.

SERVICE MODULES

Subscribers can choose the components that best fit their needs



INSIGHTS

Insights represent the content that is published on an ongoing basis into the service, exclusive of annual research studies and forecasts. This includes a daily news feed, event summaries, presentations, webcasts, and topical analysis pieces.

ANNUAL PRIMARY RESEARCH

Each year, we deploy a standardized set of research questions among enterprises as well as consumers to gauge the state of transactional and marketing communications and also establish multi-year trends. These annual web-based surveys are regularly updated with new questions to cover emerging and current trends, ongoing market shifts, and changing dynamics. Each year, we enable subscribers of the services to weigh in on these topical questions so they can get maximum value out of this research. To provide the most complete view, our surveys reach a variety of consumer recipients (consumer survey) as well as business senders (enterprise survey).

FORECASTS

Our customer communications coverage includes market sizing and forecasts on various aspects of the customer communications market. This annual forecast focuses on sizing the volume as well as retail value of the global customer communications market. It includes the delivery of transactional and direct marketing customer communications across print and digital channels. For print, we consider mailed communications. Digital includes e-mail and text messages sent to consumers, as well as customer communications pushed to a web portal. This forecast is segmented by transactional vs. direct marketing communications, printed vs. digital communications, and in-house production vs. outsourced.

ANALYST ACCESS

Analyst access enables an ongoing interaction with the analysts of our customer communications team. Common types of interactions with our analysts include:

- Custom data cuts
- Internal or external webinars
- Planning discussion or strategy day
- Company perspectives
- Pricing, go-to-market issues

For many clients, Analyst Access is an important component of their services as our analysts can act as an extension of your team.



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ABOUT KEYPOINT INTELLIGENCE

For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence—improving business goals and increasing bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.