



PRESS RELEASE

Pii launches the first app-based enterprise marketing platform of its kind

BLOOMINGTON, IL, October 21, 2013 — Enterprise marketing just got more sophisticated and less expensive thanks to Conductor 4.0 (C4), the first application-based enterprise marketing platform of its kind. Unveiled by Progressive Impressions International (Pii) at the DMA2013 Show in Chicago October 14-17, C4 gives corporate marketers the power to turn on the functionality they want, when they need it — without code changes and costs.

C4's app-based platform is similar to how a smartphone works. The apps in a smartphone function independently and collectively to help you manage your busy life and communication needs.

It's the same with C4. Each corporate C4 platform is built with individual apps — such as business or consumer prospecting, co-funding, Google Analytics and more — that are integrated into a seamless system. And like a smartphone, C4 users can add, update or delete an app without costly and time-consuming code changes in the IT department.

With more than 200 marketing apps available in the C4 App Library, corporate marketing teams can choose and configure the functionality they need to build the C4 platform that suits their unique needs.

Some other key benefits of a C4 enterprise marketing platform include:

- **Build multichannel marketing campaigns** — Create integrated print, digital and social campaigns for specific audiences in minutes.
- **Design your own reports** — Build and modify your own custom reports on the fly, utilizing a variety of graphic treatments, without the need for IT involvement.
- **Monitor social media success** — Tag marketing products and campaigns with keywords, and Pii's proprietary social media aggregator will monitor social activity from hundreds of different sources and display results in real time.
- **C4 lives in the cloud** — This means your marketing costs less to maintain and has unmatched stability, scalability and security.

“For the last 15 years, the industry has been in search of an enterprise marketing platform that allows users to select the functionality they want, when they need it,” said Jamie Huff, President of Pii. “C4 is the culmination of 15 years of marketing technology best practices woven into a marketing platform that is highly customizable, highly sophisticated and less expensive.”

About Pii:

Since 1993, Progressive Impressions International has been providing direct mail marketing with personalization for leading companies in Insurance, Financial Services and Health Care. As one of the largest full-service direct marketing solutions providers, Pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels and made available to distributed sales forces via an easy-to-use Web-based tool called Conductor. Pii solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for Pii. In addition, Pii offers a full range of commercial and specialty printing services.

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