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Conductor 3.2 offers social media ‘listening’ plus many other new features

BLOOMINGTON, IL, April 16, 2013 — Progressive Impressions International (Pii) has launched Conductor 3.2, a significantly enhanced version of its flagship online ordering solution. Conductor 3.2 is the easiest tool yet for maintaining a centralized, automated ordering system for marketing and sales communication materials.

Among the latest enhancements, the most revolutionary is the addition of monitoring capabilities for tracking Facebook, Twitter and Google+ social media. This allows Pii clients to “listen” to what people say about a specific brand, campaign or action. Integration of real-time social media monitoring showcases Conductor 3.2’s ability to determine if public comments are positive or negative and to show a trend over time.

Other new updates available with Conductor 3.2 include:

- Streamlined process for adding users
- New “Campaign Manager” role for creating and assigning prospecting lists
- Customizable email templates
- High-fidelity details page preview for every product
- Product details pricing grid
- Expanded support for recurring campaign mailings

Conductor allows for corporate control of branding and messaging, while providing easy access to materials for sales representatives in the field. From individual touchpoints to complex campaigns, Conductor manages everything with simple site administration tools. The flexible solution is ideal for marketing programs ranging from prospecting and promotions to loyalty and recruitment.

Conductor is now available in two editions. A Core edition is a ready-to-use product for projects that do not require customization, while a Plus edition provides all features of Core but with a customizable presentation layer.

“The new features and upgrades of Conductor 3.2 will help our clients streamline their customer communication efforts while increasing marketing ROI,” said Jamie Huff, President of Pii. “We’re excited about all the ways these new tools will enhance and expand our clients’ marketing efforts.”

For more information, visit www.whateverittakes.com.

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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