



PRESS RELEASE

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VERTIS COMMUNICATIONS LEADS ACTION-BASED TRIGGER MARKETING SESSION AT 2012 NATIONAL POSTAL FORUM

Vertis to Share Successful Strategies for Leveraging Multichannel Programs to Deliver Highly Relevant, Data Driven Content to Consumers

BALTIMORE, MD (March 27, 2012) – [Vertis Communications](http://www.vertisinc.com), a results-driven marketing communications company, today announced that it will share insights on marketing strategies that improve the performance, cost and process efficiencies of direct marketing at the 2012 National Postal Forum. The event will take place April 1 – 4, 2012, at the Gaylord Palms Resort & Convention Center in Orlando, FL. More than 5,000 professionals in the mailing industry will gather to discuss the latest advancements and best practices that help companies grow their mail business.

John Townsend, Account Executive at Vertis Communications, will address how to effectively reach customers across multiple channels during the panel presentation, “Direct Mail – Making the Sale,” which will take place on Tuesday, April 3, at 3:30 p.m. He will outline the steps to building a trigger based contact strategy that leverages consumer data and specific actions to create critical connections through preferred media channels with the right message at the right time. Direct mail sellers and marketers that attend the session will develop a practical understanding of how and when to tap into the customer lifecycle in order to achieve higher response rates, greater cost efficiencies and a consistent brand impression across marketing campaigns.

“This panel session will empower attendees with a practical understanding of an insight-driven strategy that will make their direct marketing programs timely and relevant to their customers,” said John Townsend, Account Executive, Direct Marketing, Vertis Communications. “In today’s marketing landscape, the integration of content, channel and cadence is essential, and we are extremely pleased to have the opportunity to share our proven techniques that direct marketing professionals can utilize to achieve success with their own campaigns.”

In addition to Townsend’s participation, Vertis will be represented at the National Postal Forum with several associates actively engaged with the USPS at multiple levels. Their consistent and ongoing direct contact with the USPS and associated organizations sets Vertis at the forefront of the mailing industry, enabling the company to provide key insights and recommendations to its clients and the USPS.

For more information about Vertis’ integrated marketing capabilities, please contact Amy Bowman with Stanton Communications at 410-727-6855 or abowman@stantoncomm.com.

About Vertis Communications

Vertis Communications is a results-driven marketing communications company that delivers inventive advertising, direct marketing and interactive solutions to prominent brands across North America. Our deep industry knowledge and extensive range of offerings—including integrated data solutions, digital program management systems, creative services, world-class print and mail production, logistics, out-of-home and business process outsourcing—are used to deliver superior program performance that drives bottom line results for our clients. With 100 strategically positioned locations and more than 5,000 dedicated professionals, we deliver impeccable quality and fast turn-around to any market. For more information, visit www.vertisinc.com.