



**CONNECTING ACROSS
THE FULL CUSTOMER JOURNEY**



We optimize engagement across every brand touchpoint by leveraging data-inspired insights to deliver the most relevant messages through the most effective channels.

INSIGHT

Knowing where to invest requires a deep understanding of each customer, product and market.

- **Data Management:** Integrating data to set the foundation for personalized marketing
- **Analytics & Business Intelligence:** Uncovering meaningful insights to deliver relevant marketing
- **Research & Customer Experience:** Understanding the customer perspective to drive positive change

INSPIRATION

Connecting with customers requires a compelling narrative that resonates with them on a personal level.

- **Creative Development:** Designing to shape brand perception
- **Photography & Video:** Telling meaningful stories to create emotional connections
- **Creative Production:** Championing the brand to enhance affinity and build distinction

INTERACTION

Driving response requires cohesive execution that amplifies impact across multiple touchpoints.

- **Digital Channels:** Optimizing martech to improve customer reach and engagement
- **Direct Mail:** Maximizing the impact of print to capture customer attention
- **Retail Solutions:** Creating relevant in-store experiences that engage, educate and convert

KEEPING THE CUSTOMER FRONT AND CENTER, EVERY STEP OF THE WAY

Every brand interaction presents an opportunity to deliver relevant, meaningful customer experiences. Through our comprehensive **Marketing Solutions** and **Business Services**, we help clients synchronize and strengthen each touchpoint along the customer journey to convert valuable prospects and customers into loyal partners and advocates.





We enhance the impact and efficiency of key business communications, driving up quality and consistency while driving down complexity and costs.

PRESENTMENT



Ongoing customer relationship management requires interactions that support and extend brand strategy.

- **Commercial Print:** Producing standout print with streamlined kitting and fulfillment to maximize ROI
- **Forms:** Addressing operational challenges to increase response with ease and efficiency
- **Business Communications Solutions:** Enabling personalization, regulatory compliance and multichannel delivery for transactional documents

PRODUCT



Bringing products to market effectively requires specialized expertise, from design to delivery.

- **Packaging:** Driving brand equity and sales through sustainable, secure design
- **Labels:** Customizing cost-effective, regulatory-compliant solutions that inform and engage

PROCESS



Optimizing operations for speed and efficiency requires broad resources and flexible technology solutions.

- **Strategic Communications Solutions:** Streamlining print communications to improve governance, transparency and velocity
- **Supply Chain Solutions:** Delivering workflow solutions that drive operational efficiencies
- **Global Outsourcing:** Offering deep resources with specialized expertise to bolster productivity
- **Logistics:** Leveraging global distribution and transportation networks to accelerate cycle times

When the customer comes first, the customer lasts

With more marketing and communications touchpoints and channels than ever, today's customer journeys are far from linear paths with a finite beginning and end.

In fact, they're often highly complex webs of ongoing brand interactions that discerning buyers now control.

No longer do they want brands defining the customer journey for them. They seek brands that deliver consistent, contextual experiences built around their personal needs and preferences.

At RRD, we help our clients meet these elevated expectations by optimizing connections across the full customer journey—from marketing programs that generate new customers to the critical business communications that serve and extend the brand.



Every brand has a story to tell.
Let the most compelling version of yours
unfold across every customer touchpoint.

RRD is a leading global provider of multichannel marketing solutions and business communications services. We help solve our clients' toughest challenges by offering the industry's most comprehensive portfolio of capabilities designed to optimize connections across the full customer journey with maximum impact and efficiency.

50,000
CLIENTS

40,000
EMPLOYEES

30
COUNTRIES
