

A QUAD CASE STUDY

Tailored, local marketing made DIY easy

Quad 

The business challenge

Time-depleting, labor-intensive spreadsheets and back-and-forth emails were required to get local campaigns designed and out the door.

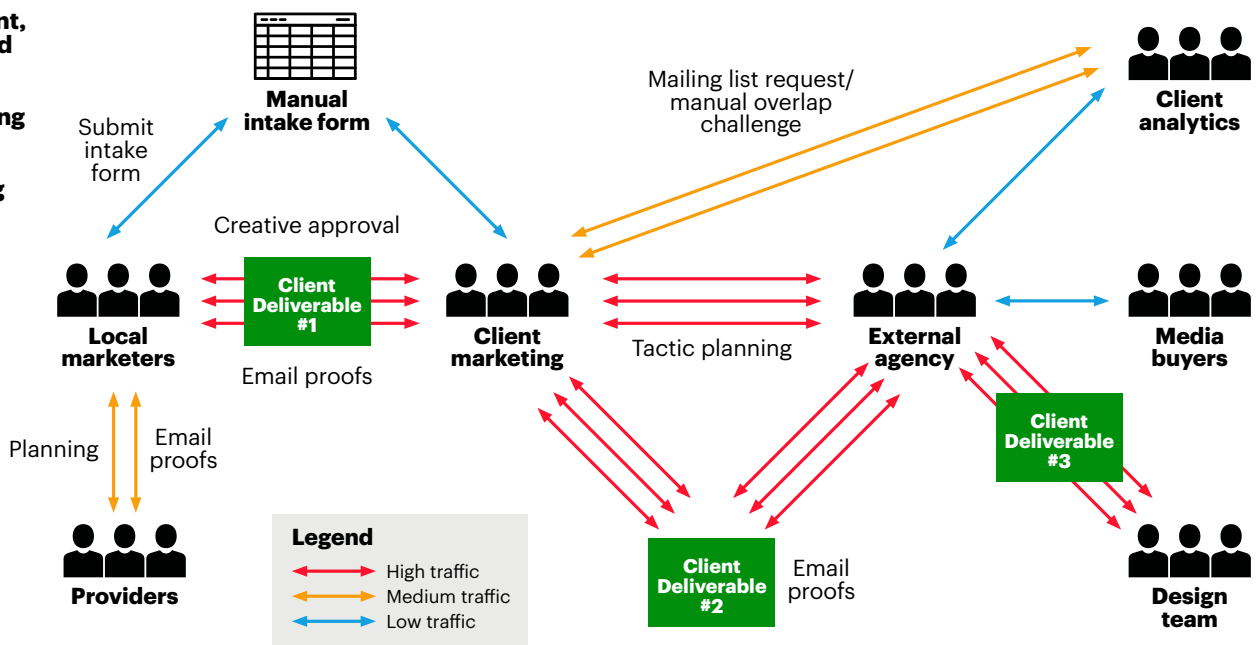
As a part of its overall marketing strategy, a national health insurance provider empowers local market resources to produce promotional materials that stand out and make an impact. That may sound simple, but the locally produced materials have to fit within the brand's standards, accurately reflect the local network and be CMS compliant, as a start. In addition, the materials need to be able to be co-branded with any of thousands of complex local providers' information.

Historically, the provider depended heavily on locally planned marketing. Those local marketers juggle a variety of strategic initiatives across thousands of geographies, where the product details vary based on the exact location.

The health insurance provider's design and production process consisted of offline, completely manual workflows. Complicated networks of time-depleting, labor-intensive spreadsheets and back-and-forth emails were required to get campaigns designed and out the door. Add to that complexity stringent compliance requirements for quick-changing media placements, and the entire process faced creative and production delays.

The health insurance provider was open to ideas to simplify its process and streamline its workflow between HQ and local marketers.

Upon assessment, Quad discovered that the health insurance provider's existing process was offline, manual, time-consuming and inefficient.



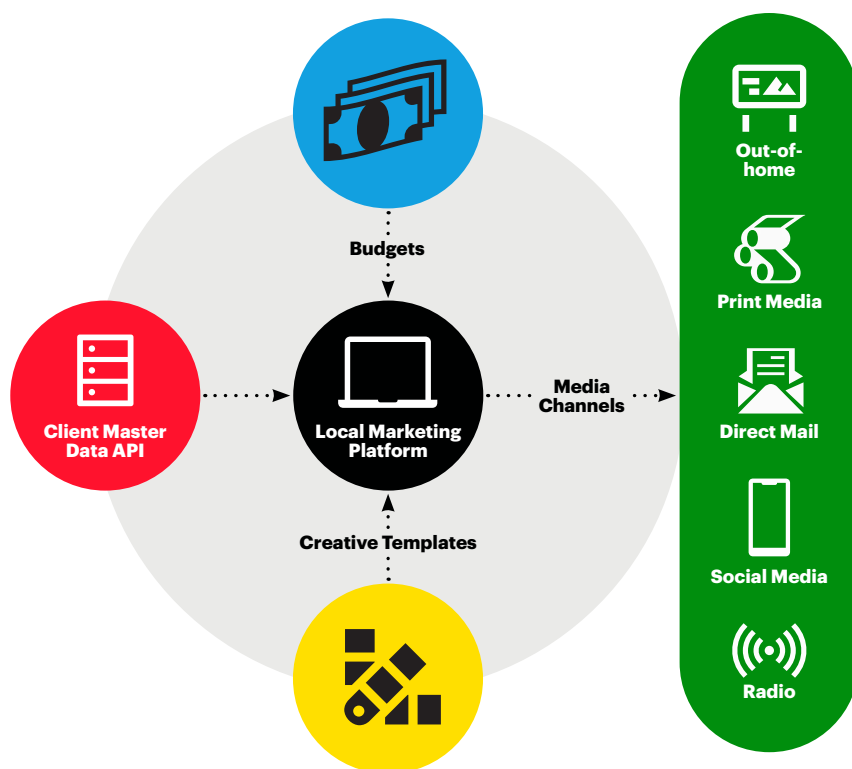
Quad's solution

Quad's Local Marketing Platform established an all-in-one media optimization tool for the client's local marketing builds.

Quad suggested that the client needed a fully integrated campaign management solution. One that could, in fact, feature pre-approved templates, so each request didn't have to go through compliance reviews. The new platform needed to enable in-market team members to produce thousands of easily accessible versions for local marketers yet stay within brand standards.

The client agreed, and Quad stepped in to organize, optimize and automate. We started with a complete assessment of the current state — including a sometimes confusing manual request process, multiple back-and-forth steps for design and approval, hundreds of creative versions, a provider database of thousands of records and more. We then re-envisioned the entire process using Quad's Local Marketing Platform (LMP), and established an all-in-one media optimization tool for the client's local marketing builds.

The fully automated solution for creation, ordering and placement of local, accurate product marketing uses AI tech to empower the client's local marketers with hundreds of base media templates and data on over 3,000 geolocations (FIPS codes) and hundreds of thousands of providers. The platform effectively enables millions of easily accessed art permutations for cross-channel marketing tactics.



Key Local Marketing Platform features include:

- Quick, simplified access to compliant, pre-approved media templates
- Custom-built database of local provider information for accurate media customization
- Media-on-demand order placement
- Easy control of the health insurance provider's marketing calendar, budget and performance evaluation
- Solid foundation for media-mix optimization

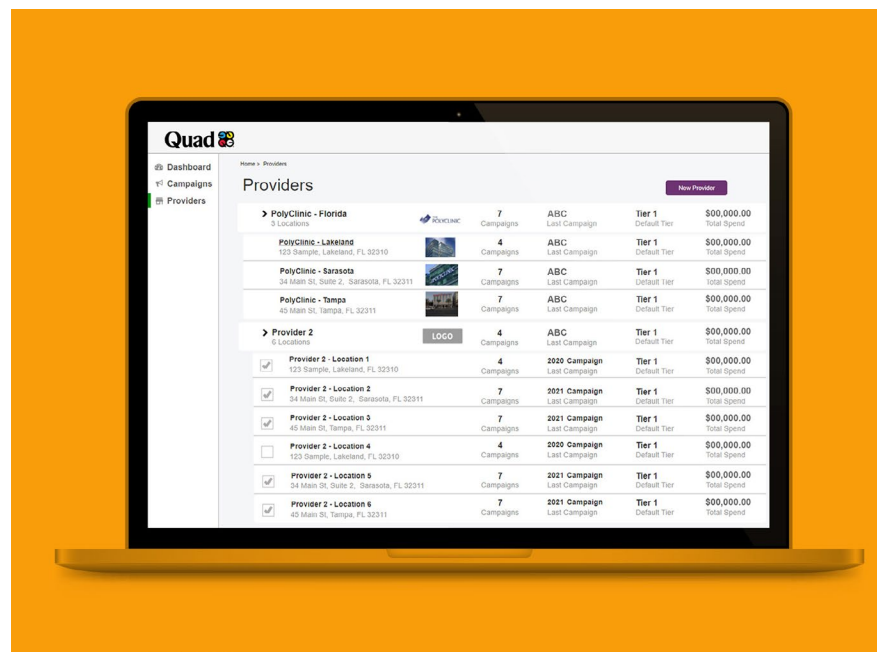
The impact

Manual processes, time-to-market and labor were all made more efficient. Overall, a complex marketing experience was simplified into an easy process.

The national health insurance provider's implementation of Quad's Local Marketing Platform facilitates a DIY ordering process so local teams can execute tailored provider marketing in minutes rather than weeks. It enables media placement to align precisely with provider location data, using collateral templates pre-approved by compliance. Overall, costs are lowered and speed-to-market is increased.

The platform improved on-time delivery from 87% to 100%. Manual touches were reduced by 98%. Media requests from design to production orders decreased from two to three weeks to mere minutes, establishing a secure foundation for progressive media-mix optimization.

The client ultimately gained much more than was originally planned: Efficiency, cost savings, accuracy and simplification. Plus, the peace of mind that dozens of local marketers were representing the brand well.



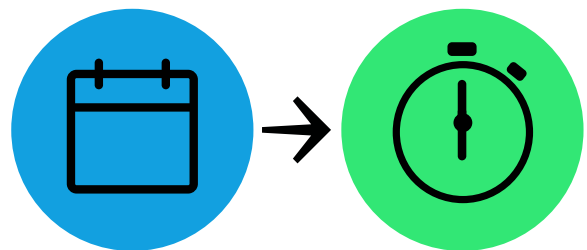
All-in-one media optimization platform



on-time delivery



manual-touch reduction



Simplify your complex marketing with the Quad Local Marketing Platform. Start a conversation with us to find out how.

About Quad

Quad (NYSE: QUAD) is a \$3 billion global marketing experience company that gives brands a more streamlined, impactful, flexible and frictionless way to reach their target audience via a uniquely integrated marketing platform. Quad connects every facet of the marketing journey efficiently and at scale through its innovative, data-driven offerings — from strategy and consulting to data and analytics, technology solutions, media services, creative and content solutions, and managed services. Quad provides a better marketing experience for its clients, so they can focus on delivering the best customer experience.

Quad employs approximately 15,000 people in 14 countries worldwide and serves more than 2,900 clients across the retail, publishing, consumer packaged goods, financial services, healthcare, insurance and direct-to-consumer industries. Quad is ranked as a leader in multiple industries including largest agency companies (Ad Age, #14); largest commercial printers (Printing Impressions, #2); and largest Milwaukee-area manufacturers (Milwaukee Business Journal, #1).

For more information about Quad, including its commitment to ongoing innovation, culture and social purpose, visit quad.com.

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