

# Travel and Gaming Solutions



Every client has specific needs that require a unique solution. For over thirty years, DG3 Output Solutions has created custom applications that improve efficiency, cost, and achieve a higher return on investment than traditional print campaigns alone.

## Why DG3

- ▶ **Our team of professionals** works in collaboration with our clients to determine their specific print objectives and then design a customized campaign that improves cost, scale, and workflow.
- ▶ Our experience in **one-to-one marketing, web-enabled document creation, print-on-demand, and inventory reduction** can achieve better results.
- ▶ When you partner with DG3 Output Solutions, you will see that we quickly become experts in your business and will develop **a strategy to maximize your brand**. This approach sets us apart from the competition.
- ▶ DG3 employs a **consultative sales approach** to determine how we can maximize efficiencies through our workflow solutions. After careful review of your current program, we often recommend multiple solutions.



**Is it Critical to your business?**

**Is it Difficult to solve?**

**Is it Complex?**

**If your area of responsibility meets these criteria, you need DG3 Output Solutions... your partner when it really counts.**

**We provide enterprise-wide communications solutions and advisory services that lead to positive outcomes at leading travel and gaming companies, name brand corporations and other successful businesses around the globe.**

**We address our clients' most critical needs based on four core competencies: Digital Marketing, Compliance Solutions, Managed Services, and Output Solutions.**

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Here are some specific examples where DG3 Output Solutions' customized approach has generated positive outcomes for critical areas of our clients' businesses.

## VERSIONED TRAVEL BROCHURES

DG3 Output Solutions can improve the effectiveness of **customized travel brochures**—lifting booking rates from 1% to 10% on average. We can create versioned material specific to a client's primary and secondary interest. This type of one-to-one marketing is exceptionally powerful when trying to influence where travelers spend their vacation dollars.

## LOYALTY VARIABLE DATA PRINT CAMPAIGNS

Through the use of **variable data and one-to-one marketing**, DG3 Output solutions can develop a marketing campaign designed to enhance brand loyalty by cultivating an ongoing relationship between marketer and customer. Our successful loyalty programs encourage the consumer to buy frequently, to increase the amount spent each time, and to concentrate all or most of their related purchases on that brand.

## CUSTOMER RETENTION MAILINGS

Through the use of data analytics, DG3 Output solutions can assist with customer retention, a less expensive and more effective revenue generating tactic than attracting new customers. Using data mining techniques, we can capture client interest and track user behaviors, such as games played and restaurants consumers have sampled. By analyzing this data with our state-of-the-art tools and technologies, we are able to deliver targeted messages that successfully influence buying behavior.



### DG3 Output Solutions

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### About DG3 Output Solutions

With a long-standing history in print and financial communications, clients may draw the conclusion that DG3 is just about creating high quality, on-time outputs. But that's not the complete picture; we are dedicated to delivering positive business outcomes.

To help grow our clients' top line, we create campaigns that are highly targeted and reach more customers. We help shorten the sales cycle and are able to personally connect our clients with their customers. We utilize the latest web technology solutions and state-of-the-art mobile marketing techniques for highly effective and personalized communications.

For more information, contact us at [www.dg3.com](http://www.dg3.com)