

## FOR IMMEDIATE RELEASE

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**DST Output can be found in Booths 414 and 513 at the Auto Finance Summit October 26 and 27.**

## **DST Output Introduces Cross Media Intelligence<sup>SM</sup> suite at Auto Finance Summit**

*Customer Communications leader to demonstrate marketing portal for dealers*

LAS VEGAS, Nev., Oct. 25, 2011 – DST Output representatives will meet with auto finance executives at this week’s Auto Finance Summit ([autofinancesummit.com](http://autofinancesummit.com)) to present its innovative Cross Media Intelligence<sup>SM</sup> suite to address the current and future customer communications needs of the auto finance industry.

As part of these discussions, the company will highlight a new Marketing Portal capability. Marketing Portal offers online branded storefronts that enable auto finance companies to offer options and selections to create customized co-marketing material in partnership with their dealer communities. The Portal, which is in use with two top auto finance companies today, is part of DST Output’s Cross Media Intelligence solution suite. For the many companies today who are struggling to deploy multi-channel marketing campaigns, Marketing Portal helps to create a true roundtrip experience for the consumer.

“In today’s competitive environment, auto finance companies need to distinguish themselves at the mailbox, the inbox, on their web portal, as well as at the dealership,” says Dana Johnston, vice president of Business Development for DST Output. “Using a more intelligent statement management process boosts their ability to deliver more relevant offers that support local messaging efforts and global branding, while helping to reduce customer communications overhead and engaging dealers in the communications process.”

Additional features include the ability to gain marketing intelligence about consumers to refine subsequent communications efforts. Applying the latest direct marketing techniques to auto

(more)

## **DST Output Defines Cross Media Intelligence<sup>SM</sup> at Auto Finance Summit**

*Press Release Page 2*

finance loan and lease statements can create smart, hard-working documents that address business goals such as retention, cross-sell, and satisfaction.

Booth visitors will also have the ability to discuss electronic document delivery strategies, Digital Press Technology, and Digital Postal Mail.

The Cross Media Intelligence product suite includes:

**Marketing Portal for Dealers** – *Customized and coordinated co-marketing made simple for everyone.* A branded, self-service portal allowing dealers to login and personalize coupon pages, incentives, or other content that will ultimately help generate demand, increase loyalty, prompt action, and improve the customer experience and auto finance company relationships with the dealer.

**SmartTouch** – *Expertise that auto finance companies can tap to plan create, deliver, and track multi-channel campaigns.* These data preparation, analytics, modeling, and reporting capabilities enable finance companies to target, and segment audiences and data to create more relevant business communications.

**Graphics Optimization** – *Production-ready artwork every time, for every application, automatically.* This password-protected application can manage content graphics online to better use appealing images on loan and lease statements and other customer communications.

**Campaign Manager** – *Launch the campaign from the desktop.* A web-based tool designed to execute campaigns, no matter the delivery channel.

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**DST Output, LLC** provides integrated print and electronic statement and billing output solutions to many of the country's largest financial services, communications, insurance, healthcare, and utilities companies. Last year, DST Output and its affiliates produced more than 3 billion customer communications, delivered throughout the United States, Canada and the United Kingdom via postal service, express delivery, and electronically. We are one of the largest First-Class<sup>TM</sup> mailers in the United States.

For more information, visit [www.dstoutput.com/product/cross-media-intelligence.com](http://www.dstoutput.com/product/cross-media-intelligence.com).