

# Spotlight

## German Partner, prindoz, Beta Tests XMPie Circle

**prindoz** | It all starts with a name, a marketing communications provider in Rostock, Germany, understands the power that personalized cross-media solutions bring to customers' efforts to acquire or retain customers. This cross-media specialist is the architect of many sophisticated campaigns. Its services portfolio includes print, Web, e-mail, telephone and video.



**Christian Kopocz**

Chief Executive Officer  
and Owner

The company has discovered that providing clients with a single source to execute cross-media campaigns is a best practice that begets success. According to prindoz Chief Executive Officer and Owner Christian Kopocz, "There's nothing mysterious about successful customer relationship management; it is the sum of optimally coordinated and deployed mechanisms and tools. Whenever ideas are needed, we develop them in-house. We also refine any ideas that are brought to us."

Nevertheless, a key barrier in selling cross-media campaigns is getting customers to visualize the campaign. prindoz's solution for that challenge was to beta test XMPie Circle, a SaaS (Software as a Service) interactive digital storyboard used to help visualize and plan individualized customer communication campaigns. XMPie Circle provides a visual language that enables all stakeholders in 1:1 multichannel campaigns to share concepts, agree on a blueprint, guide development, review and approve goals and touchpoints, and monitor analytics.

Kopocz elaborates, "XMPie Circle has improved our cross-media sales cycle because most prospects have difficulty visualizing a project—you need to show it to them. Circle is a great attention grabber, and its 'drag and drop' features make it easy to use in live meetings." He explains that the software's interactive campaign flow for diagramming tools and its contemporary, marketing-oriented user interface provide the perfect way to demonstrate the vision of a project and show customers the possibilities of cross-media. "With Circle, customers can better understand the process and power of cross-media campaigns. It reduces the complexity associated with selling a multi-channel solution."

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[XMPie products](#) are a key component of prindoz's cross-media success. The company was the recipient of an XMPie "Best of the Best" award for a cross-media campaign for AIDA Cruises, a cruise brand of Carnival Corporation & plc. It encompassed data management as well as the creation and deployment of personalized print, Web and video communications. prindoz's latest success is a small, highly effective campaign, Samtrot, a fine dining restaurant in Rostock. As a beta project with XMPie Circle, prindoz created a CRM multi-channel campaign for Samtrot that included e-mail, Web and mobile. The campaign was a tremendous success and resulted in increased reservations and sales. The campaign's ROI was more than 200%, the campaign planning stages were fast and the turnaround and results were within days of execution.

The intention of the Samtrot campaign according to the restaurant owner, Sabine Thalmann, was to use existing guest addresses. Typically the easiest and best start to such a campaign is using a postcard directing recipients to a landing page. But with the visual help of Circle, prindoz was able to show additional options to make such a campaign more efficient and monetarily successful, such as related e-mails and videos. "We started planning on Monday, sent out Friday and within the first hours we recognized rising table reservations—so fast", Thalmann comments.

Premier Partner members have the opportunity to receive 25% off the first year's annual subscription of a Premium Version of XMPie Circle (approximate value \$800 – \$2,200 depending on the version selected). Please contact your XMPie sales representative or write to [PremierMP@xmpie.com](mailto:PremierMP@xmpie.com) to learn more about this exclusive offer that expires on September 30, 2012.

Kopocz says that a big benefit of Circle is that its focus on the connections between touchpoints offers faster internal throughput and efficiency. He notes, "XMPie Circle makes it possible to weave together the various touchpoints into one coherent story with a beginning, middle and end. Circle also allows for associating visual content with touchpoints. This helps all the stakeholders to envision the intended campaign's look and feel, while fostering an understanding of the design options for various scenarios and segments." According to Kopocz, Circle has increased sales of cross-media products and improved project execution.

[Click here](#) to see a demonstration.

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