

Japs-Olson offers **JO-Digital**, a complete end-to-end online storefront system—providing a suite of web-based tools to give you and your clients the power to drive digital print from your own catalog of static and variable print products, and to combine the benefits of multiple marketing channels into fully integrated cross-media campaigns.



WEB-TO-PRINT

- Order digital print from your own secure, custom-branded storefront website.
- Develop and control access to a catalog of static and variable print products.
- Build custom modification parameters for every element of every print piece.
- Set rules and conditions to leverage the power of variable data and images.

CROSS-MEDIA MARKETING

- Launch intelligent, multi-tiered marketing campaigns combining print, email blasts, PURLs, GURLs, and SMS messaging.
- Gather traffic and user information to augment and expand your existing data lists.
- Build conditional and time-based touches into your campaigns to optimize your targeting strategies.
- Enhance your campaigns with static or variable QR codes to attract greater shares of mobile traffic.

REPORTING and ADMINISTRATION

- Execute and download custom reporting based on your own criteria.
- Utilize sophisticated approval structures to regulate budgets and spending limits.
- Exercise authority over specific user access, account activation and deactivation.

Contact your Japs-Olson sales representative for more information or to schedule a demo of JO-Digital.