



Capabilities Overview

K/P Corporation provides comprehensive marketing solutions and consulting services that empower marketers to drive revenue, lower costs and continuously improve marketing ROI.



Direct Marketing Supply Chain

Advisory and Systems Integration Services:

Campaign execution • Response management
Response analytics • Decision support

Outbound Marketing Expertise:

Creative services • Campaign development
Marketing supply chain e-commerce portals
Data management • Direct marketing • Print

Inbound Marketing Expertise:

Internet development
Response management
Fulfillment • Integration

Advisory and Systems Integration Services

Focused on addressing ROI and total costs of customer acquisition/retention marketing programs, we offer services to make CRM data actionable and deliver on the promise of one-to-one marketing for enterprise marketers.

With significant expertise in delivering marketing infrastructure for B2B and B2C clients that enable print on demand, variable data printing and automated fulfillment, we have a substantial inventory of intellectual capital and innovation for helping you drive revenue and lower costs.

Campaign Execution (Web-to-Print/Mail/Fulfillment)

We build and connect marketing and campaign management ecommerce platforms using an integrated, multi-channel, and targeted approach. With proven end-to-end workflows from web to the manufacturing floor, our platforms make it easier, faster and cheaper to reach your customers.

Response Analytics (Metrics, Business Intelligence)

Our platforms provide campaign reports, dashboards, and analytics so you can make timely marketing decisions for increased and relevant customer communications.

Response Management (Web, pURL, Call Center, BRC)

Our closed-loop direct response programs ensure a seamless flow of information between you and your customers. Our response sites include registration sites, offer redemption, satisfaction surveys/polling, profile updates, and product ordering sites with credit cards.

Decision Support (Systems Integration, Budget Management)

We help bring clarity by mapping value-added processes to make quantitative action plans to be quickly implemented for faster ROI at the lowest total costs.

Outbound Marketing Expertise

Supporting critical links in the supply chain for outbound marketing programs, K/P delivers integrated data management and campaign execution helping you with the most effective and efficient customer acquisition/retention programs.

K/P's comprehensive printing services allow for cost efficient one-to-many and one-to-one communications and our fulfillment and distribution services ensure that we get the right pieces to the right place, at the right time, and in great condition.

Marketing Supply Chain e-commerce Portals

We offer integrated solutions and easy-to-use tools for campaign management, print on-demand programs, and web-to-print/mail/fulfillment allowing you to reduce total costs.

Data Management

Our complete services included list acquisition, data hygiene, data segmentation, digital asset management (DAM) and database integration (CRM, ERP, MRM, MAM).

Creative and Document Services

Our vast experience in digital design and production ensures complete end-to-end integration with all manufacturing and distribution.

Printing Services

K/P's comprehensive services include digital variable print on-demand, offset, large format, point-of-sale, envelope and label, CAD design, and extensive finishing equipment and kitting and assembly.

Direct Marketing

K/P's multi-channel campaigns integrate print, email, personalized micro sites (pURL) and response fulfillment for faster response, lower costs, and greater ROI - all communicating with relevant variable data publishing.

Inbound Marketing Expertise

Your customers have something to say to you. You need to hear from them. We provide complete closed-loop marketing and communications so there are no barriers between you and your customers.

Supporting essential, closed-loop links in the supply chain, K/P delivers integrated direct response management, event-triggered print and fulfillment execution, and campaign analysis to help you acquire/retain customers with timely, personalized and relevant communications.

Response Management and Analytics

Our closed-loop Direct Response sites include registration sites, offer redemption, satisfaction surveys, profile updates, and ordering sites – allowing seamless flow of information between you and your customers through email, BRC, fax, phone, and web response (pURLs).

Fulfillment and Print On-Demand

K/P provides literature, product and electronic fulfillment and custom kitting/assembly using easy to use, real-time web tools and systems that allow for event-triggered follow-up activities, automated lead management, and print on-demand.

System Integration and Database Management

Our systems regularly exchange secured data with your CRM, DAM, ERP, MRM, and MAM systems. We also connect with secured data services including data hygiene, data acquisition/append, and financial ecommerce.

Direct Response Tie-in Services

To help you be more productive we offer rebate/contest management, direct mail and email campaigns, kitting and triggered fulfillment activities, variable data printing, and database management.

Certifications

K/P is committed to implementing, maintaining, and offering our clients the highest standards of quality, service, and security demonstrated by our external certifications.

ISO 9001 for excellence in manufacturing and quality
SAS70 for security controls of sensitive client data
cGMP for compliance with FDA regulations

GRACoL G7 for color tolerances and repeatability
FSC for social and environmental conservation
ISO 14001 for environmental management policy

kpcorp.com

direct marketing products and services • print • fulfillment • kitting and assembly • 1:1 targeted communications

• internet ecommerce portals • closed loop marketing • brand management • forestry stewardship (FSC) chain of custody • lead and response management • data and security compliance • supply chain management • superior customer service • direct marketing products and services • print • fulfillment • kitting and assembly

• 1:1 targeted communications • internet ecommerce portals • closed loop marketing • brand management • forestry stewardship (FSC) chain of custody • lead and response management • data and security compliance

• supply chain management • superior customer service • direct marketing products and services • print • fulfillment • kitting and assembly • 1:1 targeted communications • internet ecommerce portals • closed loop marketing • brand management • forestry stewardship (FSC) chain of custody • lead and response management • data and security compliance • supply chain management • superior customer service •