



Cierant

Who We Are.

Cierant Corporation is a marketing execution company that optimizes, automates and manages the creation-to-distribution lifecycle of marketing and customer communication programs for leading health insurance organizations.

We unite our specialized expertise in:

- Process Design
- Data Management
- Dynamic Composition
- Production Optimization
- Cross-Media Delivery

to improve the cost, speed, efficiency and engagement of health plans' marketing programs.



WHAT WE DO

Whether clients choose to have us integrate with their creative and print service suppliers or leverage our network of world-class production, list management and mail distribution partners, we offer the unique capability to facilitate the seamless coordination of marketing programs for organizations under constrained budget, resource and time.

We optimize and automate processes, simplify and enhance content personalization and identify lowest-cost routes of production and distribution in order to make high-performance marketing execution simple and affordable. We do this all while maintaining workflow transparency, brand integrity and regulatory compliance every step of the way.

OUR PHILOSOPHY

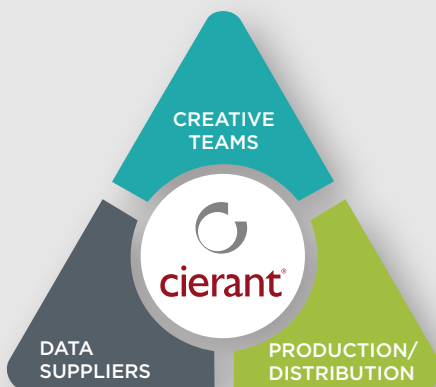
Our corporate philosophy is founded on a belief in “innovation through diversified collaboration”. A certified Woman Owned Small/Minority Business Enterprise comprised of 67% women and talent from across the globe, we are an organization where diverse perspectives and backgrounds are not just embraced—but leveraged as key drivers of our clients' 1:1 marketing program success.

Our Approach

Whether you choose to leverage our production partners' world-class capabilities or your pre-established vendor relationship, we build robust, dynamic partnerships across the end-to-end supply chain to drive program success. Our program managers work hand-in-hand with production and agency teams to coordinate all customer account activity and ensure that objectives are always aligned.

Key Program Management Features:

- Agile project management protocols designed to flexibly evolve with changing requirements
- Internal production and mail coordination teams expert at guiding jobs through most cost-effective routes
- Advanced escalation protocols that ensure on-time delivery
- High-visibility production processes that utilize collaborative online workspaces to facilitate approval processing and minimize error
- Project management tools and real-time reporting systems that support workflow cohesion
- Leveraging of diverse knowledge bases to define a program that continually advances the client to a leadership position



Cierant is ISO 27001:2013 certified.

OUR SERVICES

Cierant supports the executional efficiency of health plans' marketing communication programs via application of the following services:

Dynamic Composition

- Variable data composition for direct mail, enrollment kits, welcome kits and other customer lifecycle communications
- Transactional mail composition and cross-media delivery (bills, checks, EOBs, letter correspondence)
- Digital asset management
- eDelivery content assembly
- Real-time, customer-personalized sales content

Data Management

- Database design and management
- Data cleansing and integration
- Data segmentation, modeling and analysis
- Business intelligence dashboards
- Real-time campaign analytics
- ISO-certified data security

Cross-Media Delivery

- Personalized landing pages
- Preference-driven content distribution
- Marketing campaign automation platforms
- Custom microsite development
- Field and broker sales support portals
- Mobile application development
- Personalized email campaigns
- Mail distribution tracking

Print & Mail Management

- Print procurement: Digital, Inkjet Web, Offset, POD
- Pre-media support
- Finishing, binding & fulfillment
- Postal cost optimization
- Mail data list cleansing & processing
- Established network of global carriers
- Inventory management & automated replenishment

Interested in learning how Cierant can create new marketing efficiencies for your business?

Please call **203-731-3555** or **email inquiries@cierant.com** to learn more.