



## ActionPack™

### Own the Unboxing Moment.

Say goodbye to static black & white packing slips and hello to dynamic brochure inserts that inspire action at the moment of unboxing. The first SaaS to combine on-premise digital printing with dynamic composition software, Cierant's ActionPack program makes delivering a personalized unboxing experience to every eCommerce customer simple and cost-effective.

Maximize the most direct touch point you have with your customers with 1:1 brochures that accelerate brand loyalty and average order value.



## Platform Features

Driving the dynamic generation and cross-channel activation of at-scale shopper marketing for over 65 CPG brands, Cierant's SHOPT™ platform now offers a suite of tools specifically designed to support real-time production of personalized packing inserts.

### Audience Segmentation

Bring the re-targeting capabilities of digital into the physical world with SHOPT audience segmentation. Audience segments are created by entering a reference name, such as "First-Time Buyers," and assigning specific data parameters to the segment that our system is able to match against. Data parameters can be as broad or complex as you like, including specification of order value range, customer status, shipping region, ordered products, ordered categories and more.

### Campaign Automation

Creating uniquely personalized content is burdensome on creative and data teams, but by taking a campaign approach, SHOPT is able to instantly identify the best-match campaign for each buyer and leverage existing assets. Campaigns are scheduled by entering a reference ID and business objective, such as Drive Repeat Purchase or Increase AOV. Campaign run time and target audience segments are then selected, and once made active, the campaign is added to the live campaign queue, which all incoming orders are analyzed against.

### Campaign Templates

Auto-generation of print-ready variable data files is made possible through the programming of custom campaign templates. Rather than force-fitting you into a default brochure template, our team of developers work hand-in-hand with you to define the branding and variable content rules of each campaign template, including styling and text flow of the personalized cover greeting, as well as the many dynamic fields of the packing slip. By attaching templates and dynamic elements to each campaign, personalized brochure generation is made effortless.

### Campaign Reporting

Using the campaign IDs and business objectives defined in the campaign setup process, SHOPT delivers campaign-level analytics that measure impressions and conversion rates in relation to defined goals. Conversion rates are measured by a number of metrics, depending on objective and campaign call-to-action, including promo code redemption, QR code scan, repeat purchase, average order value and more.

# Supply Chain Support

An end-to-end insert management service, ActionPack addresses the entire supply chain and allows you to print dynamic package inserts directly from your logistics center. From print equipment installation to implementation support and supply replenishment, ActionPack delivers everything DTC brands need to transform their packages into a hyper-targeted marketing channel.



## Service Features

Eliminate the logistics barriers of in-pack personalization with an all-inclusive program that delivers print equipment and consumables directly to your fulfillment center.

### API-Based Printing

API-based connection to your eCommerce site allows orders to be streamed to the SHOPT platform in real-time. Through analysis of order data against audience segment rules, the best-fitting campaign content is auto-populated into the campaign template, and the press-ready PDF files are generated. PDF files can be printed as singles via entry of order ID or as batches by navigating to "In-Progress Campaigns" and selecting the campaign(s) to be printed.

### Supply Management

In addition to providing installation of print devices at your warehouse facilities, we also track paper and ink usage, and ship supplies to your warehouse when volume gets low. Choose from a wide variety of paper stocks, folds, perforations, and integrated labels that meet the unique formatting and return process requirements of your brochure.

## Per-Print Pricing Model

ActionPack only charges you for each brochure insert that is printed to ensure that cost is directly aligned with system usage and sales. The following services are included in the program at no additional cost:

- **Data Integration**  
Importation of live order data from your eCommerce engine through API-based connection.
- **Template Setup**  
Setup of InDesign templates in accordance with your brand style guidelines and variable data rules.
- **Print Hardware**  
Installation of print devices at your warehouse center and provision of routine maintenance support.
- **Consumables**  
Tracking of paper and ink usage and automated replenishment to your facility when supply gets low.

Transform packaging overhead into a bottom-line business driver.

Call **203-731-3555** or email **[inquiries@cierant.com](mailto:inquiries@cierant.com)** to discover how you can set your brand apart with packing inserts that personally recognize and reward your shoppers.