



I-CODE

A PIN patented by Impaorsa

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Transpromotional



Turn a traditional document into an advertising medium

Transpromotional or transactional marketing is the strategy of creating a loyalty-building campaign based on the combination and fusion of marketing messages highly targeted to the profile of our customer with the transaction-related communications, for example, the sending of invoices, statements, receipts, etc.

One of the main keys to the success of these activities is that we devote special attention to transaction-related documents because of the nature of the relevant information it contains.

Main benefits:

- Savings of in the costs related to our communications.
- Increased sales due to the effectiveness of the advertisement There are studies that speak of an improvement of 300% compared to the inclusion of conventional advertising.



What sets us apart?

- Long track record in image and colour processing.
- **Creativity and originality** in your transpromotional documents thanks to our team's professionalism and knowledge of the industry.
- Technological capacity in the management and development of databases for the creation these kinds of documents.

What we offer?

- More effectiveness, impact and proximity to the customer in documents containing information important to the customer We know the impact and effectiveness are guaranteed
- Adaptation and enrichment of the database.
- A tool that will allow us to effectively target the market we're going to aim at, personalising the communications to the maximum.
- Document management and design.
- Full colour digital printing.
- Savings in time and communications: piggybacks two or more communications in a single document without the need for further communications.
- Possibility of including added value to your documents (inclusion of policies on quality, environmental, labour) that will affect the positioning and corporate image of your brand.
- Handling, stuffing and logistics.