



RRD Launches Cloud Direct by RRD™ to Help Omnichannel Marketers Integrate Online and Offline Personalization

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Available within Salesforce Marketing Cloud, Cloud Direct by RRD Drives Multichannel Campaigns by Integrating Digital and Direct Mail to Improve Targeting and Reach

CHICAGO--(BUSINESS WIRE)-- **R.R. Donnelley & Sons Company** (RRD) (NYSE:RRD), a leading global provider of multichannel solutions for marketing and business communications, today announced the launch of Cloud Direct by RRD, a trigger-based direct marketing application — housed within Salesforce Marketing Cloud — that improves targeting and extends the Marketing Cloud platform by fully integrating digital and direct mail channels.

Available within Journey Builder, Marketing Cloud's cross-channel customer engagement solution, Cloud Direct by RRD, allows businesses to connect customer interactions across email, mobile, advertising, and the web. Cloud Direct by RRD leverages Marketing Cloud to drive customer engagement and response through the most meaningful communications channel.

“Modern marketing is not about taking sides between channels, but using data to get on the side of the customer,” said Doug Ryan, President, RRD Marketing Solutions. “Our goal is to help our clients thoughtfully connect with their customers through the channels that will maximize their marketing spend. Cloud Direct by RRD does just that by extending our capabilities to integrate and optimize both digital and print communications. We're excited to bring this innovative new capability to move closer to true omnichannel marketing.”

Here is a small sample of real-world marketing solutions where Cloud Direct by RRD shines brightest:

- Sending a personalized direct mail offer to high value customers
- Triggering a direct mail piece when a subscriber email bounces
- Sending a direct mail piece to promote engagement when a customer has not opened or clicked via digital channels
- Providing a reacquisition incentive via direct mail that is triggered if a customer unsubscribes
- Sending a personalized direct mail offer that leverages browse and cart abandonment data

Salesforce, Marketing Cloud and others are among the trademarks of salesforce.com, inc.

For more information, please visit ms.rrd.com/cd.

About RRD

RRD is a leading global provider of multichannel business communications services and marketing solutions. With more than 50,000 customers and 43,000 employees across 34 countries, RRD offers the industry's most comprehensive offering of solutions designed to help companies — from Main Street to Wall Street — optimize customer engagement and streamline business operations across the complete customer journey. RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to create, manage, deliver, and optimize their marketing and business communications strategies.

For more information about RRD, please visit www.rrd.com.

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Affect for RRD
Mark LoCastro
212-398-9680
mlocastro@affect.com

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