



RRD Marketing Solutions Named a Leader by Independent Research Firm Among Customer Database and Engagement Agencies

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NEW YORK--(BUSINESS WIRE)-- **R.R. Donnelley & Sons Company** (NYSE: RRD) (“RRD” or the “Company”), the leading global provider of multichannel business communications services and marketing solutions, today announced that its Marketing Solutions group has been named a Leader by Forrester Research, Inc. as part of its report, “The Forrester Wave™: Customer Database And Engagement Agencies, Q2 2018.” RRD Marketing Solutions was among the select group of companies invited to participate in the report, which evaluated each firm on 32 detailed criteria and demonstrated how each provider helps marketers address their most challenging issues through data-driven market strategies.

RRD Marketing Solutions is one of only two agencies to receive perfect 10s from customer references, and is noted in the report as a solid partner for marketers seeking a high-touch partner relationship — especially in retail and channel sales.

“We are thrilled to see RRD Marketing Solutions as a leader within the Forrester Report, especially as it relates to customer satisfaction,” said Doug Ryan, President of RRD Marketing Solutions. “Success is dependent upon meeting and anticipating customer needs, and RRD is accomplishing this by effectively leveraging data driven marketing as one seamless, ongoing process in order to drive engagement across the full customer journey.”

RRD recently **announced** that it has reorganized into two segments: Marketing Solutions, a preeminent provider of multichannel marketing activation programs, and Business Services, a premier global provider of business communications services. This segment structure organizes RRD’s global product and service offerings by their common strategic purposes to best meet rapidly evolving client needs.

RRD Marketing Solutions helps clients optimize the marketing programs that create new and repeat customers, including online, offline and in-store marketing channels. Services include:

- Insight: Data Management, Analytic Consulting, Customer Journeys
- Inspiration: Creative Services, Content Management, Brand Stewardship
- Interaction: Online, Offline, Onsite

About RRD

RRD is a leading global provider of multichannel business communications services and marketing solutions. With more than 50,000 clients and 43,000 employees across 34 countries, RRD offers the industry’s most comprehensive portfolio 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, visit our website at <http://www.rrd.com>.

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