



OnPrintShop™
Web-to-Print Storefront



Case Study – Print & Mailing Solution

Objective

Our client was looking for one-stop solution that could handle print, target mailing list, and postage services. Our client, who is a traditional printer with limited technical knowledge, had below listed primary objectives:

- Solution should handle print, target mailing list, and postage services.
- It should be easy and simple to use since he was not tech savvy.
- He needed help to migrate his traditional business online & optimize it.
- He wanted the solution to be within his budget.

Key Challenge

Here our key challenge was to provide a fully integrated print and mailing solution. The solution should allow end users to choose targeted mailing database via 3rd party provider, design artwork online, and order complete mailing campaign with postage cost.

Key Solution Highlights

USA Data Integration: Customers can purchase targeted mailing lists from USA Data or Upload their own mailing list. They can purchase Business Lists & Consumer Lists.

Instant Quote: End users can get instant quote for their campaign depending on mailing lists and postage options that they select. This way they can control their order process and keep it within their budget.

Online Designing: End users can design their artwork from scratch, upload their ready artwork, or personalize ready available templates. They can order number of prints with mailing options and check out with online payment.

Postage Selection: End users can select the type of postage that they want for their campaign. They can choose regular postage, express postage, etc according

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to their needs.

Single Platform: End users don't need to deal with multiple parties for their campaign. They get designing, mailing lists, and postage from single place.

Key Solution Benefits

Reduced Communication: Our client's end users were able to reduce their communication efforts since they could now deal with single provider for design, mailing list, and postage services.

Fast Ordering: The ordering process became fast because end users were able to purchase all three services from one place.

Mailing List Risk: The risk of ordering wrong mailing list was eliminated.

Service Options: The end user is able to choose between different options of product attributes, mailing lists, postage services, etc.

Print Ready Output: Printer directly receives print ready PDF artwork & mailing list.

Optimized Operations: The printer can manage multiple clients with same team and reduce his operation cost.

Approach

Once OnPrintShop Consultant had understanding of client's specific requirements, the technical team acquired further details of his business model and prepared a scope document (modules & timeline). We started development after getting client's approval. Weekly updates were given to client during entire project. Any change requests were logged and discussed to be taken in current phase or next phase to deliver project on time.

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Solution Screenshots

End User Can Purchase Business or Consumer Data

Company Logo Here

CONSUMER LISTS/LEADS: CHOOSE TARGET GEOGRAPHIC AREA(S)

1) Choose Geographic Areas(s) ▶ 2) Define Audience ▶ 3) View Search Results ▶ 4) Order List

Next ▶

Select the type of geographic area that you wish to target and click 'NEXT'. If you are unsure which type of area to target, click [here](#) for more information.

STANDARD GEO SELECTIONS

- ☒ Enter Individual Zip Codes (up to 25)
- ☐ Choose from a list of Cities
- ☐ Choose from a list of Counties
- ☐ Choose from a list of States

ADVANCED LOCAL SELECTIONS

- ☐ Radius around an address by carrier route (1-10 miles)
- ☐ Closest records to an address by carrier route (Less than 500 records)
- ☐ Select from Map (Draw Polygon)
- ☐ Upload a Microsoft Excel Zip Code File

Next ▶

End User Can Upload Own Mailing List

Postcard Mailing



Product Desc

Mailing Services

Postage Class

Mail List

Postcard Mailing

Already have your Postcards printed? Just ship your Postcards to us and we'll handle your mailing in accordance with the latest U.S. Postal Service requirements and pass postage discounts directly to you. Select the options for your mailing, upload or purchase your list(s) and we'll take it from there. The estimated Postage price is shown but is not charged to your credit card. Once we process your mail lists for Postal discounts and determine the actual Postage amount, we'll charge your credit card. A 4% merchant fee will be added to the Postage.

SELECT OPTIONS

Select Size ? 4 x 6 Postcards

Postage Class ? First Class Presorted

Mail List Type ?

- ☐ Consumer
- ☐ Business
- ☐ I will buy a list later
- ☒ I will use my own list

Use Own Mail List

Mailing Quantity ? 1000 **calculate**

Upload Mail List(s) ? **Select File**

Merge Multiple Mail Lists ? \$ 0.00

Estimated Postage Price \$ 240.00

\$ 105.00

Mailing Price (without Postage)
\$ 105.00

Continue ▶

Calculate Now

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Selection of Data

Print and Mail

Mail Product



Edit Your List

Product Information

Postage Class :	30
Mail List Type :	product
List Type :	CONSUMER
Regions included :	Cities Selected ACAMPO(CA) LA JOLLA(CA)
Phone Included :	no
List Use :	Single
Price Per Record :	\$ 0.02
Quantity :	1000
Price :	\$ 50.00

**Mailing Price
(without
Postage)**
\$ 50.00

IMPORTANT: I have verified that spelling and contents are correct. I am satisfied with the document layout. I understand that my document will print exactly as it appears here. I cannot make any changes once my order is placed and I assume all responsibility for typographical errors.
I agree to Terms of Use ☐

Save List And Continue
I'm done-Let's Checkout

Online Designing

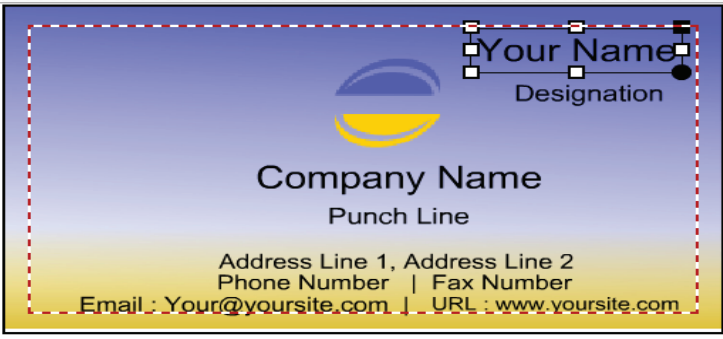
Business Cards

My Design
Image Gallery
Template
Switch to Another Studio

Logo Here
Layout
Background

Front
Back

Product Size
2 x 3.5 Business Cards



Properties

X:	57.84	Y:	3.52
W:	26.45	H:	7.05

B / U

14

Arial

Your Name

Contact Info



Microsoft® Partner
Gold Software Development
Gold Web Development



SOLUTION PARTNER

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