

WHITEPAPER

LAGO DIM

Production of personalized and custom print and digital media

The add-on module DIM (Direct Individual Marketing) from LAGO lets you sharpen the focus of your targeted marketing activities for your customers. After more than 20 years of providing “One-to-Many” and “One-to-Few” through the unique variant model, LAGO DIM now provides you with a “One-to-One” output option for both digital environments as well as print channels. Reap the benefits of personalized and custom advertising to offer your customer base relevant products and to attract attention to your offerings.

Personalized and custom print offerings

Using LAGO DIM, you can produce personalized and custom print pages. Varying levels of customization are available, ranging from simple personal forms of address, including references to individual shop landing pages up to individual products and prices per customer or customer group. You can opt to offer your customers personalized pages which can be added fully automatically by using designed pages from the powerful LAGO template engine. To produce an even higher quality print product, LAGO DIM also includes an option that allows the user to design individual products in Adobe InDesign and also add them to the final print page. There is thus no recognizable difference on the final page between designed products and products added individually.

An easy road from “One-to-Many” or “One-to-Few” to “One-to-One” for the print channel

The road from “One-to-Many” or “One-to-Few” is easier than you’d think. The pages already created based on the LAGO variant model can easily be used as the basis for future personalized and custom print pages. You simply define an area on the pages to which individual products can be added. LAGO DIM then adds them to the page already created. With this procedure, you can test customized pages with a select group of customers to gain insights and obtain results.

Cross-channel references from print to digital channels

By permanently referencing products on print pages with LAGO PIM you can create links from printed pages to digital channels fully automatically. Whether you fall back on QR codes or image recognition via smart phone or tablet app is up to you. In both cases, LAGO DIM lets you code a customer URL for each customer or customer group to link to personalized and custom landing pages.

WHITEPAPER
LAGO DIM

Personalized and customer emails and landing pages

With LAGO DIM you can also directly add products from LAGO PIM for personalized and custom emails and landing pages. LAGO DIM will handle the processing of address data, template generation as well as the production of emails and landing pages. The dispatch of emails and the hosting of the landing pages can then be handled by an email service provider of your choice.

To better be able to track from where a user was directed to your shop, you have the option of using a different landing page for emails than for print pages.

List of features

Production of personalized and custom print pages based on templates or individually designed products

Use of structured LAGO documents as the basis for the leap from "One-to-Many" or "One-to-Few" to "One-to-One" by combining existing pages with personalized and custom offerings

Cross-channel referrals from the print page to digital channels based on image recognition or QR codes

Template editor for HTML content

Generation of personalized and custom emails and landing pages based on product data from LAGO PIM