



FLASH-BASED CRM SOFTWARE FOR A DIRECT MARKETING COMPANY THAT COMBINES INTUITIVENESS WITH AESTHETICS. FORM AND FUNCTION, SIMPLIFIED.

#### CHALLENGE

Vertis, a leading provider of direct and targeted marketing solutions, need to update their Customer Relationship Management system to be more functional for both Vertis employees and their customers.

#### SOLUTION

Unison created a new Flash-based CRM package that presents all necessary information for an individual Vertis client at the fingertips of its user. Vertis clients are able to manage the direct marketing campaign by changing variables along marketing technology, customer demographic, and individual product mix dimensions. All information is centered around the client's Dashboard, where all vital information can be accessed at the touch of a few keystrokes.



## RESULT

The Flash-based CRM system streamlined the process of managing ongoing and future direct marketing campaigns and increased functionality for Vertis, while at the same time making customizable options more apparent to clients, allowing them to craft the direct marketing strategy most appropriate for their needs.

## ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

## CONTACT

1010 Wisconsin Ave., NW  
Suite 400  
Washington, DC 20007

Patrice Samara  
Executive Director of Strategic Communications

P. 202.337.7887  
E. patrice@unisonagency.com