

# C Current Communications



**CASE STUDY: M589**  
**CLIENT: PostNexus**

**CHALLENGE:** PostNexus had developed a first-of-its-kind, e-to-postal mail product, pMail, that enabled businesses to use existing applications to send customers highly personalized, digitally created documents as printed postal mail, but as technology start-up with limited budgets, PostNexus needed to quickly establish credibility and gain traction with prospective customers—leading vendors of customer contact management, sales force automation, and customer relationship management solutions.

**STRATEGY:** Secure immediate editorial coverage that positioned PostNexus as the creator of the 'e-to-post' category and educated key audiences on pMail's unique value proposition by showcasing wins with 'beacon' customers in the contact management and sales force automation markets—ACT!, EnvoyWorldWide, and SalesOutlook.

**RESULTS:** Feature coverage in local press—*DFW TechBiz* and *Dallas Business Journal*. Feature coverage in target industry trade publications—*Customer Interaction Solutions*, *DM News*, *CRM X-Change*, *Customer Interface*, *Cnet*, *Online Reporter*, *E-Postal News* and *ItoI Magazine*. Byline articles by PostNexus leadership published in *Customer Interaction Solutions* and *Independent Developer News*

**Dallas Business Journal**

From the June 14, 2002 print edition  
**Technology**

**PostNexus addresses desire for snail-mail**

Jeff Bounds

Snail-mail has gotten a bad rap since e-mail appeared on the scene. But companies, tech and nontech alike, are finding that sending stuff through has more benefits than they may have thought.

That's the idea behind PostNexus, a Dallas company whose pMail service is any software application to send postal mail. That includes invoices, financial documents, product announcements and invitations. PostNexus (<http://www.postnexus.com>) maintains that the vast majority of e-mail is receiving documents in hard-copy form and that they're more likely to be read.

Dallas-Fort Worth  
**TechBiz**

David Goldstein's PostNexus pMail electrifies traditional mail.

**PostNexus takes 'snail' out of mail**

3/4/2002

**DM NEWS**

The Online Newspaper of Record for Direct Marketers

**Loudthot Adds Personalized Mailings to Client Service**

May 28, 2002  
By: Melissa Campanelli  
Senior Editor

Marketing solutions company Loudthot, Dallas, will offer clients the ability to send personalized, four-color postcards to prospects who visit their Web site or respond to an advertisement, the company said last week.

Loudthot will use technology from PostNexus Inc., Dallas, to deliver the postal technology, called Plug & Post, integrates with PostNexus' pMail service, which allows businesses send personalized digital documents as postal mail using existing customer relationship management and sales force automation applications.

**CUSTOMER INTERACTION Solutions**

EnvoyWorldWide Taps PostNexus

PostNexus, Inc., a provider of integrated e-to-postal communications solutions, has announced that EnvoyWorldWide, a provider of real-time notification

February 4, 2002  
Issue No. 202

**THE ONLINE REPORTER**

THE WORLD'S NUMBER ONE NEWS SOURCE FOR E-COMMERCE ENABLING TECHNOLOGY.

Road "Round the World" by E-Business Magazine

THE e-BUSINESS NEWSWEEKLY

**PostNexus Debuts Digital-to-Post Conversion Technology**

PostNexus has the best of both worlds. It provides the best business-to-business digital document conversion technology available. It also provides the best business-to-business digital document conversion technology available. It also provides the best business-to-business digital document conversion technology available.

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PostNexus, Inc., a provider of integrated e-to-postal communications solutions, has announced that EnvoyWorldWide, a provider of real-time notification

**cnet NEWS.COM**

TECH NEWS FIRST

EnvoyWorldWide Extends Multi-Modal Notification Services by Adding Postal Capabilities; EnvoyWorldWide Selects PostNexus' pMail to Power Postal Delivery

5/28/02 5:16 AM  
Source: Business Wire

BEDFORD, Mass.—(BUSINESS WIRE)—May 28, 2002—EnvoyWorldWide, a provider of real-time

**POSTAL NEWS**

e-Commerce and Internet Intelligence

**PostNexus ACTs on New Deal**

PostNexus has linked a pact with Best Software, behind the ACT contact manager application, that lets users create and send documents as mailed letters cards just as they can send e-mail today.

Dubbed pMail for ACT, the new feature is supposed to electronically send out single documents or personalized merged, direct mail campaigns.

To access the new feature, users must first download the ACT plug-in from either [www.actadaptors.com](http://www.actadaptors.com) or [www.postnexus.com/act](http://www.postnexus.com/act). The documents are transmitted over the Internet to the PostNexus data center, where an automated printing and mailing process is said to ensure same day mailing.

pMail for ACT is supposed to let users send out folded flats (unfolded documents) and glossy postcards, all in full color.

pMail for ACT is based on PostNexus' pMail, an e-post that lets businesses leverage existing applications to send digital documents as printed mail.

**CRM X-Change**

Your Gateway to the Customer's Mind and Commerce

**Web-to-Mail Systems Allow For More Customer Choice**

Sometimes it's easier to send an email message, but the recipient of that message would rather receive the information by postal mail.

PostNexus

Virtually any digital message or document can be sent over the Internet to the PostNexus data center where it is processed and automatically printed, folded and inserted into an envelope and mailed the same day. Visit them at <http://www.postnexus.com>.