


varispark

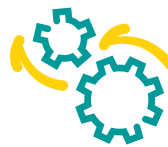
VARISPARK BUSINESS SOLUTIONS

OnSpark: Your Branded Marketing Storefront

Direct Mail, Marketing Collateral, Branded Merchandise, and More



The OnSpark platform from Varispark helps you simplify and streamline your marketing operations and increase the ROI on your marketing spend.



WHAT IS ONSPARK?

OnSpark is a customized storefront for your organization's variable direct mail, marketing collateral, and branded merchandise needs — all available on-demand, 24/7 for immediate order fulfillment and shipping.

Think of OnSpark as a critical part of your supply chain, empowering your whole team to order on-brand marketing materials from one convenient and easy-to-use storefront.

SIMPLE AND STREAMLINED

Use OnSpark to:

- ▶ **Access your marketing programs anytime, from anywhere.** Distributed workforce? Not a problem. OnSpark is available 24/7 and accessible from around the world. Get your sales team, staff, distributors, resellers, franchisees, and more on board and on the same page.
- ▶ **Stay on brand.** Maintain consistent brand standards across all of your marketing materials. OnSpark allows you to designate approved templates so you can ensure your branding remains consistent. If you change a logo or color, your change can be applied to all your digital assets at once. Version control has never been so easy.
- ▶ **Personalize each piece.** OnSpark lets you use variable data and other customization tools to create personalized marketing in no time. Customize each and every print piece using a near-infinite number of pre-programmed variables. If you've got the data, we can customize it for you — and you can manage it through OnSpark.
- ▶ **Proof and approve quickly.** Want to see exactly what your audience will see? OnSpark lets you upload your data, then view and approve proofs in real time so that your order can get into production immediately, saving you time and money.
- ▶ **Eliminate waste.** So many companies try to save money by printing in bulk but end up throwing away literally tons of out-of-date collateral. That's not saving money, that's wasting it! By switching to an on-demand, variable printing process and managing it through OnSpark, you can print what you need, when you need it.
- ▶ **Get your budget under control.** Streamlining to a selection of pre-designed, variable templates helps eliminate redundant designs and unnecessary graphic design costs. Plus, OnSpark lets you implement budget controls by user, giving you greater oversight over distributed marketing programs.
- ▶ **Track your spending.** Every single dollar is tracked and visible within the OnSpark platform. Whether you want to track by organization, campaign, or individual user, you'll have the information that you need to create effective budgets and stick to them.

With OnSpark, the entire process from design through distribution is managed through one vendor, with one easy-to-use platform.

YOUR MARKETING STOREFRONT, YOUR BRANDING

OnSpark is the engine, but the branding can be yours! We can white-label our web-to-print portal for your business or franchise to make it even easier for your distributed teams to order on-brand collateral or direct mail using templates and imagery you've selected and approved.



Ready to Get Started?

Talk to us about using OnSpark for your organization.



(469) 574-2600 | www.varispark.com