

VARIABLE DATA MARKETING SOLUTIONS

MAKE IT PERSONAL.

Direct marketing is more direct than ever. AGS's ability to personalize messaging directly to a specific audience means increased profitability and brand awareness for you. Customized marketing brings your message home to customers, creating a personalized interaction for them and improved response rates for you.

AUGMENT
YOUR
MARKETING
TEAM.

THE POWER OF PERSONALIZATION

Drive your business and reach your goals using printed materials, personalized URLs, direct mail and searchable online databases tailored to the individuals you want to reach. From personalized constituent and citizen communications to highly personalized health documents, AGS will work with you to create a powerful impact.

THE WORLD'S MOST ADVANCED DIGITAL FOOTPRINT

As a member company of RR Donnelley, AGS offers clients access to a global footprint of printing, programming, data management and distribution services unsurpassed in the industry. Our network of digital print centers produce and distribute high volumes of precisely personalized direct mail and audience-relevant messaging at an incredible cost savings to you. Corporations benefit from unrivaled marketing, graphics and print production services.

TARGETED CONVERSATIONS WITH YOUR AUDIENCE FROM CONCEPT TO COMPLETION

Cross-media marketing solutions provide multiple touch-points with your brand, raising customer awareness and enhancing interactivity. Engaging with your audience through multiple channels delivers the most effective message with the greatest impact. AGS provides you with data-capture and measurement tools so you know just how well your customers respond.

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