

Image Personalization

Perfect Your Marketing with FusionPro Expression™ Software

Image personalization is an extremely powerful marketing tool that combines customer databases, graphic fonts, and a background image to product a set of compelling imagery that is specific to each recipient. FusionPro Expression™ creates each lifelike image by blending a background with text associated to a recipient. The use of personalized and customized graphic communication, whether online or print, has been proven to have a dramatic impact on the recipient, increase response rates, shorten response times, and increase the size and frequency of purchases.

ELECTRIFY YOUR MARKETING CAMPAIGNS

Image personalization is an extremely powerful tool that will change how marketers engage their customers. And whether the media is online or print, there is no doubt the impact will be dramatic.

GET READ, GET RESULTS

Graphic communication using personalization continues to rise due to its undeniable effectiveness. Image personalization drives extraordinary readership and response rates.

CONNECT TO YOUR AUDIENCE


Every customer wants to feel like they are the one and only. Use image personalization in print, email, or web, to further demonstrate how you can set your company apart and truly connect to the audience.

USE OUR DESIGNS OR CREATE YOUR OWN

Whether you choose from over 170+ pre-built templates or to create your own specific design, the campaign possibilities are endless. In-house design services are available should you need the extra manpower

SOLUTIONS FOR EVERY ORGANIZATION

The FusionPro Expression product suite includes desktop and server versions that fit either small or large scale marketing operations on any budget has arrived.





FusionPro Expression Solutions

FusionPro Expression Creator

- Compose images directly to your desktop
- Output to .jpg .tif .png .eps formats
- 15 Free Expression Templates
- Free Online Training
- \$799 (unlimited usage, no charge per image)

FusionPro Expression Producer API/GUI

- Compose high volume images for custom applications
- Use API to produce images for web, email, or print
- 15 Free Expression Templates
- 5 FusionPro Expression Creator licenses included (non-composing)
- Call for pricing

Add-on FusionPro Expression to other Printable Products

MarcomCentral with Expression

- Enable image personalization across all storefronts
- Compose online with Printable servers or use for previewing
- 15 Expression Templates
- 5 FusionPro Expression Creator licenses (non-composing)
- Call for pricing (no charge per personalized image)

FusionPro VDP Direct with Expression

- Compose high-volume print and image files using a server
- Plug-and-play accessibility does not require programming
- 15 Expression Templates
- 5 FusionPro Expression Creator licenses (non-composing)
- Call for pricing (no charge per image)

FusionPro VDP Desktop with Expression

- Compose print and image files directly on a local computer
- 15 Expression Templates
- \$799 (no charge per image, 7.x FusionPro Desktop Required)

FusionPro VDP Server with Expression

- Compose high-volume print and image files using a server
- Open API facilitates custom applications
- 15 Expression Templates
- 5 FusionPro Expression Creator licenses (non-composing)
- Call for pricing (no charge per image)