

[>> Home >> News](#)[Join Now!](#) [Contact Us](#) [Search](#) [Site Map](#)

NEWS / News Release

Release Date: January 2, 2007

MSP Digital Direct Case Study Published in PODi's Best Practices Report – 6th Edition

MSP Digital Direct, a division of 50-year-old Mailing Services of Pittsburgh, announced that their case study, "Action Systems, Inc. Uses VDP to Generate Software Sales Leads" has been published in the 2006 PODi Best Practices Report – 6th Edition. The report is the latest in a highly acclaimed series featuring 46 new digital marketing solutions case studies as well as best practice principles for creating highly effective personalized marketing communication solutions. This year's report addresses an extremely broad range of markets, applications and objectives, with examples covering 12 different vertical market segments and 5 business applications.

"We are honored that PODi selected our case study for their 2006 publication" said Jim Young, Vice President of MSP Digital Direct, "and we are thankful that our client, Action Systems, Inc., agreed to let us tell others how we are helping them grow their business."

About MSP Digital Direct

MSP Digital Direct, a division of Mailing Services of Pittsburgh, specializes in developing and executing marketing communication programs that integrate personalized print, e-mail, and the Internet to deliver outstanding results for its clients. Typical applications include 1:1 Direct Mail, Personalized Landing Pages, Customized Marketing Collateral and Requests for Product/Service Information On Demand that are tailored to the requestor's specific interests. Organizations in both non-profit and for-profit markets benefit from significant increases in direct mail response rates, successful cross-selling and up-selling of products and services, greater customer retention and overall satisfaction associated with establishing "One-to-One" relationships with clients.

About PODi

PODi, the Digital Printing Initiative, leads the evolution of the digital printing infrastructure by promoting interoperability through standards and advances the opportunities in digital printing technology through market development activities including the publication of articles and industry speaking engagements. Membership in PODi is open to leading vendors, developers and print service providers involved in digital printing. Additional information regarding PODi may be obtained by calling (585) 239-6063 or on the Web at www.podi.org.

[Ads by Goooooogle](#)

[Printing variables](#)

Variable solutions, color, graphics printing for marketing and mail
www.primeprint.com

[Booklet Printing 50-5000+](#)

Full color, 2-color, or 1 color Booklet sale going on now!
www.on-demandgraphics.com

[Commercial Printing](#)

Commercial Printing & Services Find Local Commercial Printing Here
Printing.AlltheServices.co

[Direct Mail Printing](#)

Fast & Easy Downloadable Software. Free Demo. Read More & Download Now
jetletter.net

[Advertise on this site](#)

Contact:	Phone Contact:	Email:	Website:
Jim Young	724-774-3244	jyoung@msp-pgh.com	www.msppigitaldirect.com

Copyright ©2000-2005 Pittsburgh Technology Council. All Rights Reserved.
[Privacy Policy](#) and [Terms and Conditions of Use](#).

Site Designed By: [bbdigital](#)
This site best viewed in IE 5 + or Netscape 6 +