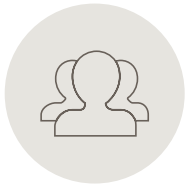




# MARKETING HUB FOR ADOBE

Marketing Hub empowers local markets to drive digital marketing efforts. Through a simple three-step process, end users can create and send custom emails that adhere to brand standards and engage customers at the store, dealer or field level.

## CENTRALIZED EXECUTION - IN 3 EASY STEPS



### STEP 1

#### Create Audience

Simple Audience Selection  
Intuitive Workflows  
Data Governance

### STEP 2

#### Build Content

Data-Driven Imagery and Offers  
Limitless Design Combinations  
Maintain Brand Standards

### STEP 3

#### Send to Recipients

Creative Updates Automatically  
Copy Review and Approval  
Performance Reporting

## ELIMINATE MARKETING LIABILITIES AT A LOCAL LEVEL

This web-based application accelerates speed to market while lowering complexity and delivering a genuine solution for these marketing challenges:

- Inconsistent brand messaging and imagery
- Tight deadlines and urgent communications
- Lack of technical or marketing expertise
- Difficulty managing campaigns with multiple data sources

Marketing Hub empowers any approved employee to elevate targeting the correct customers and prospects through email powered by Adobe.



**Schedule a demo with an expert Marketing Hub consultant.**  
Contact Ryan Shaw at [ryan.shaw@rrd.com](mailto:ryan.shaw@rrd.com)  
Visit [MS.RRD.COM](http://MS.RRD.COM)

© 2020 R.R. Donnelley & Sons Company, all rights reserved.  
RR DONNELLEY, RRD and RRD (Stylized) are trademarks or registered trademarks of R.R. Donnelley & Sons Company. All other trademarks are the property of R.R. Donnelley or their respective owners.