

MarketDirect Cross Media 8.2

New Feature Highlights



EFI MarketDirect Cross Media is a customer communication and marketing campaign solution. It's designed to make engaging with your customers both existing and new, easy and hassle free. It achieves this by providing an intuitive yet powerful user experience where you can quickly create rich personalized communications across nearly any medium including; Email, Web, Print, Mobile and Social Media.

Publishing for Facebook® Pages

EFI MarketDirect Cross Media now enables you to post Static Home Pages to a specific Facebook® account. By publishing pages inline with campaigns, marketers can more easily integrate Facebook audiences into demand generation campaigns.

The tools enable marketers to specify:

- Page Title: the title of the Facebook post.
- Social Share Text: the descriptive text (e.g., an invitation or offer).
- Social Share Image: an image to be displayed in Facebook.

Event Extension Items

Using the new Event Extension items in the SmartCampaign designer, you can easily incorporate Event signup features onto your campaign landing pages.



- Limit and Display available seats/places
- Exclude specific events based on selection
- Selection timer which temporarily reserves places

Smart Theme for Print Business Marketing

Market and grow your business with a powerful built in Campaign theme designed specifically to help Print Service Providers grow their business.

Simply launch a new campaign from the Wizard, and apply the new theme. Then you can customize your graphics, message and send.

New Email Design and Formatting Tools

Powerful new Email formatting control and design options enable more engaging communications

- Define the height of Link, Headline, and Text.
- Group items can also have height definition for vertical, horizontal, and drop column.

Responsive Design Elements

You can now add "Hamburger" Menu items quickly and easily to any campaign landing page, using SmartCampaign

- Optimized for Mobile devices provides an identifiable easy to use navigational element
- Can be quickly setup and populated with dimensional control and contents

Support for JavaScript

JavaScript is now available for manipulating data in tables of a cross media campaigns.

- Experienced JavaScript coders can manipulate data with a table and/or combine the data of two tables.
- Scripting can be accessed from the Database of your campaign by adding a table of the type "jsRelation."

Support for embedding documents into Campaigns

A SmartCampaign feature that enables a designer to insert a document from the campaign into a webpage media type.

- Simply drag the Document in Purl extension item onto your HTML tree, and assign the campaign document from the Document settings formatting box.

Additional New Features

Formatting options for SVG Objects

- Assign Colors when importing SVG Objects to SmartWeb Designer

Database Import/Export

- New Database Import/Export option within the default campaign database

Support for Gmail test email

- Send test email in Gmail® Mode without the usual formatting

Test Email Support

- Send test emails directly from the editor rather than returning to Storyboard

Test SMS Support

- Send test SMS from the SMS Designer



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We develop breakthrough technologies for the manufacturing of signage, packaging textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 800-875-7117 for more information.



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