

# BRAINFOOD

INNOVATIONS FROM THE CONVERGENCE OF  
BUSINESS, MARKETING AND CREATIVE STRATEGIES  
WITH LEADING TECHNOLOGY

Case Study

**White Paper**

**Demographic White Paper** *Creating the online environment that aligns with the desires and performance expectations of a very specific segment of college prospects with an extreme passion for technology.*



**fabcom**  
integrated strategic marketing

# FABCOM NAMED VISIONARIES IN THE LATEST ONE-TO-ONE MARKETING TECHNOLOGY

FabCom was recently featured in an article that appeared in the August issue of *GATF World*, a highly-respected professional journal published bimonthly by Printing Industries of America (PIA)/ Graphic Arts Technical Foundation (GATF).

*GATF World* takes pride in presenting informative, readable articles that keep industry professionals current with technologies, trends, and practices in printing, publishing, and marketing communications.

The article highlighted a cross-media, [one-to-one marketing](#) initiative, Arizona based marketing firm FabCom, completed for the University of Advancing Technology (UAT).

The initiative included two leading content management innovations. The first, called SmartNav, is an information gathering and custom navigation system. The second is a predictive algorithm, nicknamed ESP.

ESP anticipates the links a user will want next based on historical views and use patterns. Working together, ESP and SmartNav help the site learn a visitor's audience type. From there it searches out and presents the precise content the algorithm predicts the visitor will most likely need.

FabCom also integrated a fulfillment engine to deliver targeted messages in real time on a one to one basis. As part of the cross-media project, UAT's goal was to increase online student enrollments by 20%. This goal was significantly surpassed with online enrollments reaching a remarkable 29% average growth rate.

Cover of *GATF World* Journal



# Featured *GATF World* Article:

## One to One Creates Big Business Opportunities

by Karin Stroh

According to a recent InfoTrends study, the demand for customized [one to one communications](#) is increasing rapidly, specifically due to the astounding volume of commercial messages received by consumers every day. To rise above the clutter, marketers must find unique ways to differentiate their messaging to reach the right customers with relevant and result-oriented communications.

For many savvy marketers, this information is not news. They have kept their fingers on the pulse of consumers and stayed ahead of the curve by developing competencies in one to one personalized communications that increase response rates and generate new business, all while staying within constantly shrinking budgets.

Karen Stroh, research author for InfoTrends™, says about FabCom “These visionaries have not only laid the groundwork for what we know today as [one-to-one marketing](#), but they continue to develop their expertise and services to meet ever-changing trends with the latest technologies. For some, this includes expanding beyond more traditional variable-data print by incorporating cross channel integrations, as well.”

### FabCom

A full-service strategic marketing, advertising and public relations firm based in Scottsdale, Arizona, has fully embraced the one to one philosophy and the unique marketing advantages that e-communications provide. It recently completed a comprehensive implementation of a technologically advanced, one to one marketing initiative for the University of Advancing Technology (UAT) spanning Web, email, call center, and print.

UAT commissioned FabCom to undertake the creation of a new automated, trigger marketing system, including all marketing funnel touch points. The system would deliver variable messaging to each of UAT’s diverse target audiences, lower costs per lead, increase online enrollment, provide easier fulfillment, and include a website and first-touch prospect experience projecting advancing technology.

To accomplish this significant endeavor, FabCom and UAT’s internal staff worked together to create two content management innovations for the website project. The first, called SmartNav, is an information gathering and custom navigation system. The second is a predictive algorithm, nicknamed ESP, written by a multi-disciplinary team consisting of agency personnel, including strategists, information architects, creative directors and art directors, as well as UAT faculty, interns, students, and staff programmers.

## One to One Creates Big Business Opportunities, Cont.

ESP anticipates the links a user will want next based on historical views and use patterns. Working together, ESP and SmartNav help the site learn a visitor's audience type. From there it searches out and presents the precise content the algorithm predicts the visitor would most likely need. In addition to ESP and SmartNav, FabCom also integrated best of class technology as a one to one marketing fulfillment engine to help provide the tools for targeted messages to be distributed in real time on a one to one basis.

The impressive website was a significant component of an even larger one to one marketing endeavor. FabCom also helped UAT make contact with prospective students using personalized direct mail, Personalized URLs (PURLs), website landing pages, and auto-fill online forms to quickly turn a prospective student from site visitor to applicant.

As part of the cross-media project, UAT's goal was to increase online student enrollments by 20%. That goal was surpassed with online enrollments reaching a 29% average growth rate.

As an added benefit, UAT's new personalized approach also facilitated the funneling of students through the recruitment process with twice the efficiency.

Brian Fabiano, chief executive officer, FabCom, said, "The University now has a holistic backbone to deliver a small private university experience throughout the recruiting process that is scalable without sacrificing the intimacy directed toward its unique niche audiences."

By deploying these technologies and strategies, the university increased its bottom-line results and simultaneously built a marketing infrastructure that is integrated, personalized, sustainable, and repeatable.

Jason Pistillo, chief marketing officer and chief technology officer, UAT, reported, "The best part is our entire marketing system is now driven by automated triggers with integrated custom marketing dashboards reporting in real time on all the activities in the marketing funnel."

FabCom's project is highly impressive in its futuristic approach to one to one communications. "Stay tuned, this organization has a history of innovation; it should be enlightening to watch them run with the ball."

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## FABCOM IS A FULL-SERVICE STRATEGIC MARKETING, PR, AND ADVERTISING FIRM

**Principal:** Brian Fabiano

**Number of Employees:** 25

**Local Area Billings:** \$30.7 Million\*

### Location

7819 East Greenway Road

Suite 5

Scottsdale, Arizona 85260

### Contact

phone (480) 922-1122

fax (480) 922-0606

[www.fabcomlive.com](http://www.fabcomlive.com)

\*Amortized for media billings as calculated in the Phoenix Business Journal Book of Lists.