

Creator Technology Custom Solutions

MultiAd offers a one-stop resource that combines customized online document creation systems with real-world services such as digital printing, design, photography, customer service, technical support, content distribution and fulfillment. Our systems enhance the marketing process, they do not replace it. Give your sales team the tools they need to effectively market products at the local level, while adhering to branding strategies.

Creator Technology	Quickly adapt to individual needs—whether you need to create sell sheets, ads, direct mail pieces, scannable bar code reports, coupons or any type of document to help sell more products. Creator technology offers brand protection solutions that allow for the creation of sales and marketing materials within minutes.
Central Location for all Brand Assets	Improve your time-to-market by having a single resource for sales, marketing, advertising, IT, etc. to create and obtain custom materials quickly and conveniently.
Hosted Solutions vs. Software	Our solutions are developed based on the specific requirements of our clients and will evolve and adapt as your business needs change, whereas software can be obsolete in a few months.
Client-Driven Rules	All content can be linked together to ensure that your message is correct—every time. You have total control over the complexity of the tools we build. Many relational rules (option A determines option B) can be incorporated into the system without the user even being aware.
Open Systems	Integrate Creator technology solutions with your existing CRM, Asset Management or Ordering/Fulfillment systems.
Enterprise-Class Development & Hosting	Rest assured that your assets are safe—redundancy and scalability are applied to everything we do, from storage to bandwidth to power.
Create More Effective Pieces More Cost Efficiently	No need to waste money printing thousands of product spec sheets—create exactly what you need quickly, and have the option to send to MultiAd for high-quality, short-run digital printing.
Easy Navigation	We evaluate your workflow to design websites that make sense to the user. An intuitive step-by-step process guides a user through the complete document creation process.
User Access Levels	Control content and options available to each user—you tell us the criteria and we'll customize your controls.
E-Commerce Systems	From accepting credit card purchases to direct billing and co-op reimbursement, we'll evaluate what services best fit your needs.
Web Analytics	Effectively demonstrate return on investment and improve the performance of your marketing initiatives through site navigation analysis, campaign analytics, customer reports and much, much more. We'll even help you fine-tune your promotions by identifying which elements (images, logos, copy, templates, etc) are used most by field personnel.
E-mail Campaign Creator	Users only need to point and click to create the email template, provide or purchase a distribution list and prepare for the increase in sales. Our system removes the complexity of image hosting, CAN-SPAM compliance and tracking.
Multiple Languages	No need to worry about creating separate websites or templates for multiple languages—MultiAd has deployed Creator technology solutions in more than 20 languages and the open platform supports more than 60 languages.
Dynamic Sizing	Even the most complex brand design guidelines can be programmatically managed since each element within a template is managed independently—no need to invest in multiple templates to fit into diverse publications.
Client Approval Options	Whether it's a simple email set-up or a usage-based allowance system, we can create tools to give you complete control over the entire process so all documents require approval before printing.
Event & Trade Show Fulfillment	Control costs, manage materials through a real-time calendaring system and enforce brand guidelines by adding a custom-designed event fulfillment system—we'll also take care of the warehousing & fulfillment.
Customized Direct Mail	Cost-efficient campaign creation, printing & fulfillment made simple—customize your piece using Creator technology, upload or purchase a list through Accudata and MultiAd will print and deliver your message.

