

# Markomi Marketing-Automation-Tool

Konica Minolta expands its business with Markomi - an own developed cloud marketing automation platform for print service providers and advertising agencies: Markomi is for small and medium sized business designed.

With Markomi, these companies can offer their own, personalized cross-media campaigns based on predefined templates to their customers . Alternatively, agencies and print service providers can offer Markomi as an own marketing online shop where customers can login and create own campaigns.

As a cloud tool, Markomi impresses thanks its simple, intuitive handling: It is possible to create convincing campaigns quick, with little effort and without highly trained staff. The dashboard enables the control of the campaign and the evaluation of the results. License fees, complex software installations, maintenance of own IT infrastructure are not required. As a cloud solution, the company just needs a connection to internet and a Markomi subscription. 90 days free trial available.

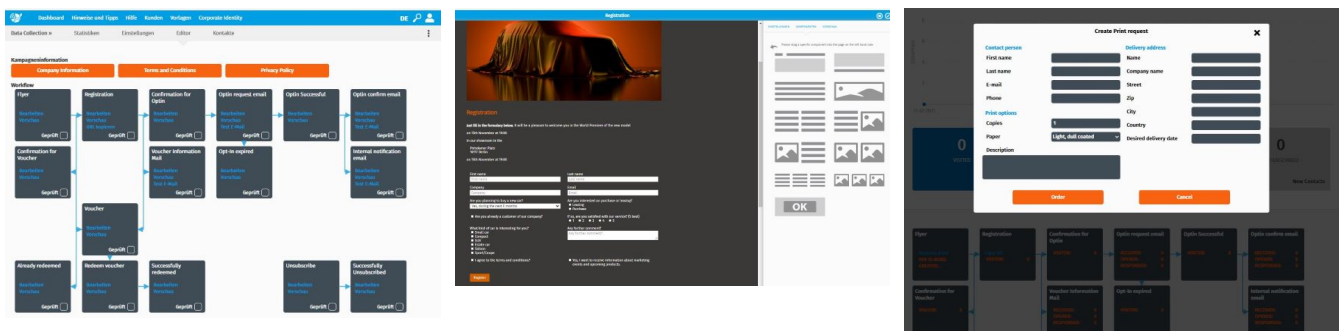
First installation: Markomi v. 2.0 - 2020

## Provider

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## Picture gallery



## Reference customers

L' Oréal Suisse  
 OMP Service GmbH

## Application

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Consumer-to-Consumer

## Operator

- ✓ Media service providers
- ✓ Companies
- ✓ Publishers

## Products

- ✓ Advertising material, office equipment
- × Large formats
- × Newspapers, magazines
- × Books, teaching aids
- × Catalogues, price lists
- × Technical documentation
- × Mercandises, promotional items
- × Packaging

## Media channels (internal / external)

- ✓ ✓ Print
- ✓ ✓ Website, webshop
- ✓ ✓ Online, Mobile
- × × Out-of-Home
- × × E-paper
- × × Apps
- × × E-books
- × × Video/Audio
- ✓ ✓ E-mail
- ✓ ✓ Social media
- × × Messenger
- × × Office applications
- × × Search engines
- × × Online marketplaces

## Additional informations on media channels

- Printed advert material
- Personalized Mailing
- Email
- Social Media
- SMS

## Features

✓ Closed shop	✗ Database publishing	✗ Editorial system
✗ Open shop	✗ Online data check	✗ Translation management
✗ E-shop in-house development	✗ Correction workflow	✓ Marketing management
✗ E-shop standard system	✗ Technical workflow	✗ Media planning, media booking
✓ Printed file upload	✗ Commercial workflow	✗ Customer relationship management
✗ Print on demand	✗ Media asset management	✓ Cross-media management
✓ Individualisation	✗ Product information management	✗ Content marketing management
✓ Personalisation	✗ Web content management	✗ Communication
✗ Creation of publications	✗ Text database	

## Modules

### Markomi Management Tool: registration and management of customers

Agencies or print service providers manage here their customers: register new users, design and assign ready-made campaign templates, overview of the campaigns started by customers (number of contacted Addresses per campaign).

### Markomi Management Tool: Campaign templates design

Based on ready-made workflows, agencies or prof. printers can create campaign templates for concrete customers or defined groups (retail, hospitality, real state...) and assign them to customers. Using them, customers can develop individual campaigns.

### Markomi customer tool: Creation of individual campaigns

Agencies, print service providers or customers can create new campaigns based on the already made templates: Introduce texts, images, logos, links to websites or social media, customer inquiries, personalized mailings, flyers, QR codes, etc.

### Markomi customer tool: Import, management and export of databases

Customers can upload the target addresses for campaigns as CSV or XLS files and manage them GDPR-compliant in the Markomi database dashboard. New contact information generated with every campaign can be used for further processing or anytime downloaded.

### Markomi customer tool: Management of campaign results

After the creation and launch of a campaign, Markomi provides updated statistics about results in the respective stages of the workflow: Number of contacts who opened an email, registered, etc. Customers can stop, put on hold or restart anytime a campaign

### Print request

Once a campaign with printed elements is launched, Markomi generates a print request with necessary data (number of pages, delivery time, etc). The print service provider receives this data in the Management Tool and can download the document as PDF-X4.

## System basis

Frontend devices	Desktop, Tablet-PCs, Smartphone
Frontend operating systems	Windows, Mac OS, iOS, Android
Frontend web browsers	Edge, Chrome, Firefox, Safari
Frontend technology	HTML5, AJAX, JavaScript, Angular
Server operation systems	Cloud solution. Not necessary
Server technology	Cloud solution. Not necessary
Webserver	Cloud solution. Not necessary
PDF engine	Cloud solution. Not necessary

Database system  
Operating

Cloud solution. Not necessary  
On provider server

## Interfaces

Pre-press and printing

Agencies or print services providers can automatically access to the PDF X4 documents (other formats under request available) generated by every single campaign.

Order systems  
Databases  
Other

REST-Interface. Customized connectors under customer request.

Google Ad Services accessible.  
Connector to bizhub Evolution, Konica Minolta Cloud B2B Platform

## Licence models

Costs for system setup

No additional cost for standard setup.  
Individualized offer for customized setup (own Marketing Online Shop with Logo and corporate identity settings, customized workflows, etc).

Buying license  
Rental license

✓ 4.000 - 5.000 € / Year

# Konica Minolta Business Solutions Deutschland GmbH

Konica Minolta Business Solutions Europe GmbH offers a wide range of solutions for the digital workplace in general and for professional print providers in particular. In this Media Data we center our attention on following applications AccurioPro-Flux: <https://www.accuriopro-flux.com/> Markomi Marketing-Automation: <https://www.konicaminolta.de/de-de/solutions/professional-printing/markomi/>

## Systems and services

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