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[www.pmplimited.com.au](http://www.pmplimited.com.au)**PMP acquires AdCast Marketing  
Automation technology to broaden suite of smart marketing solutions**

**Wednesday, 21 July 2010** - PMP's suite of marketing solutions has been strengthened by securing the AdCast marketing automation technology, a market leading technology. Securing AdCast marketing automation will allow PMP clients greater control and increased efficiency to create, target and deliver effective communications to their customers

PMP holds the exclusive rights to AdCast marketing automation technology in Australia and New Zealand, which is currently used by two of Australia's leading retailers. PMP has relaunched the technology under the new brand name, dMarketer, as part of its suite of marketing solutions.

"The launch of dMarketer demonstrates PMP's commitment to provide innovative products to best meet our customers' communication needs," said Richard Allely, chief executive officer of PMP Limited.

"Its advanced mature technology is flexible enough to support current communication channels of magazine advertising and printed catalogues and emerging applications of web and mobile technology."

dMarketer provides businesses with multi-channel automation, designed to help marketing departments protect and enhance brands by improving campaign planning and production across multiple communication channels and site locations.

Organisations in the retail, corporate and government sectors will have access to modular technology that combines campaign management, product library, digital asset management, integrated user workflows, specialty briefing, automated artwork generation and collaborative approval to create an end-to-end marketing automation solution with multi-channel capabilities.

"We have seen an increasing demand for workflow solutions that automate content, imagery and campaigns," said Graham Plant, executive general manager of PMP Digital and Pacific Micromarketing.

"Our customers are seeking simple solutions to complex marketing problems. dMarketer reduces process inefficiency and unnecessary communication noise, resulting in controlled execution supporting the expanded marketing mix."

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