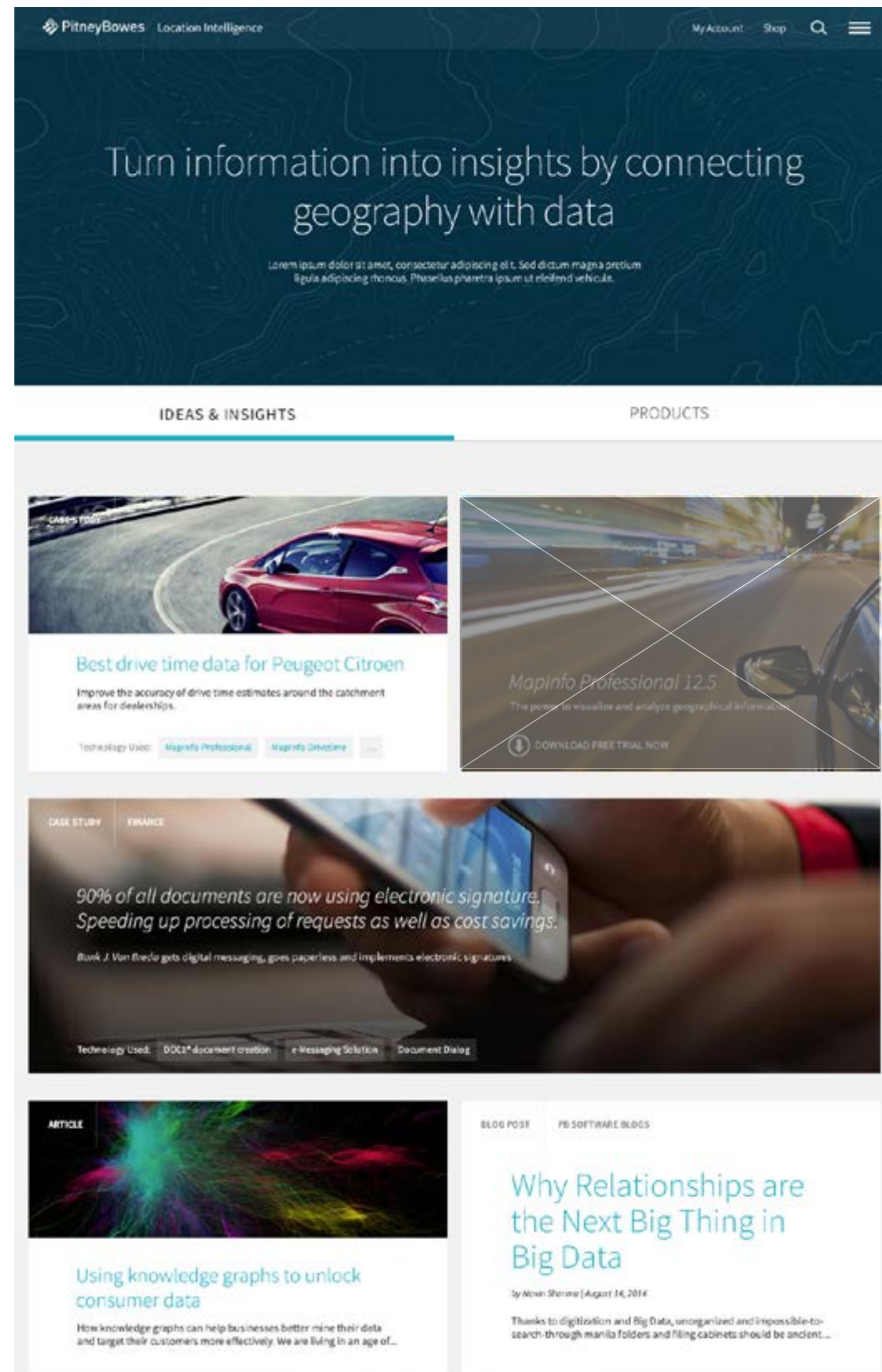
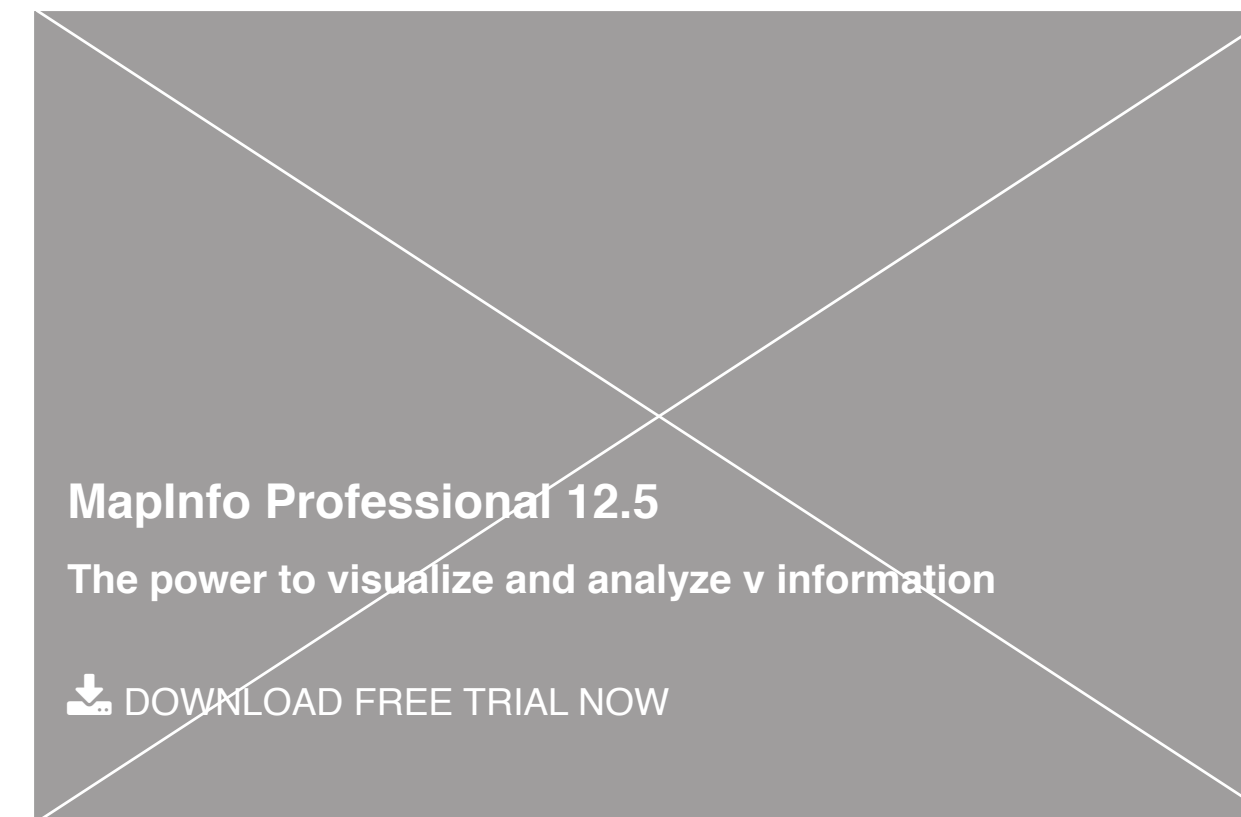

PITNEY BOWES

Promotional Content Guidelines

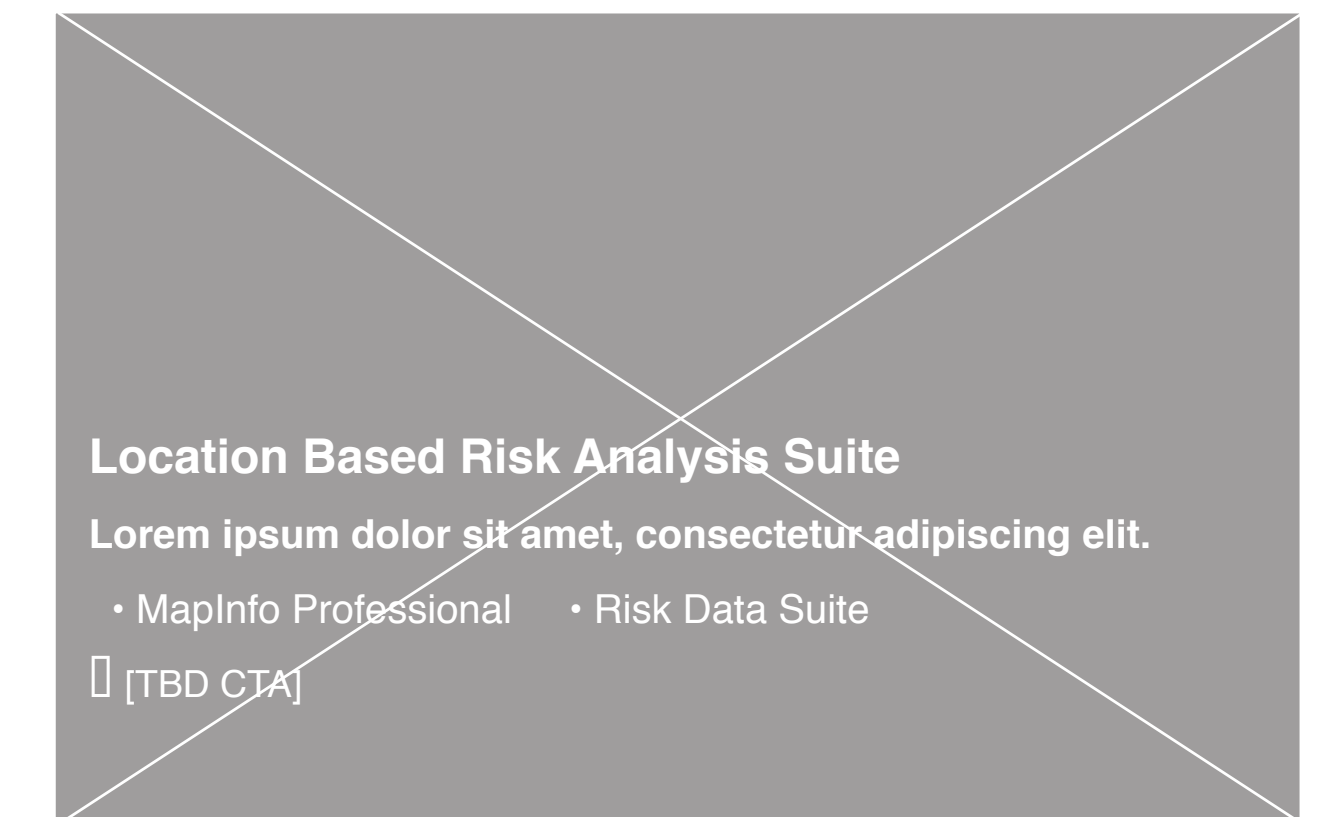
INSTANCE :: Category Landing
 TYPE :: Product Related Promotion (Large)



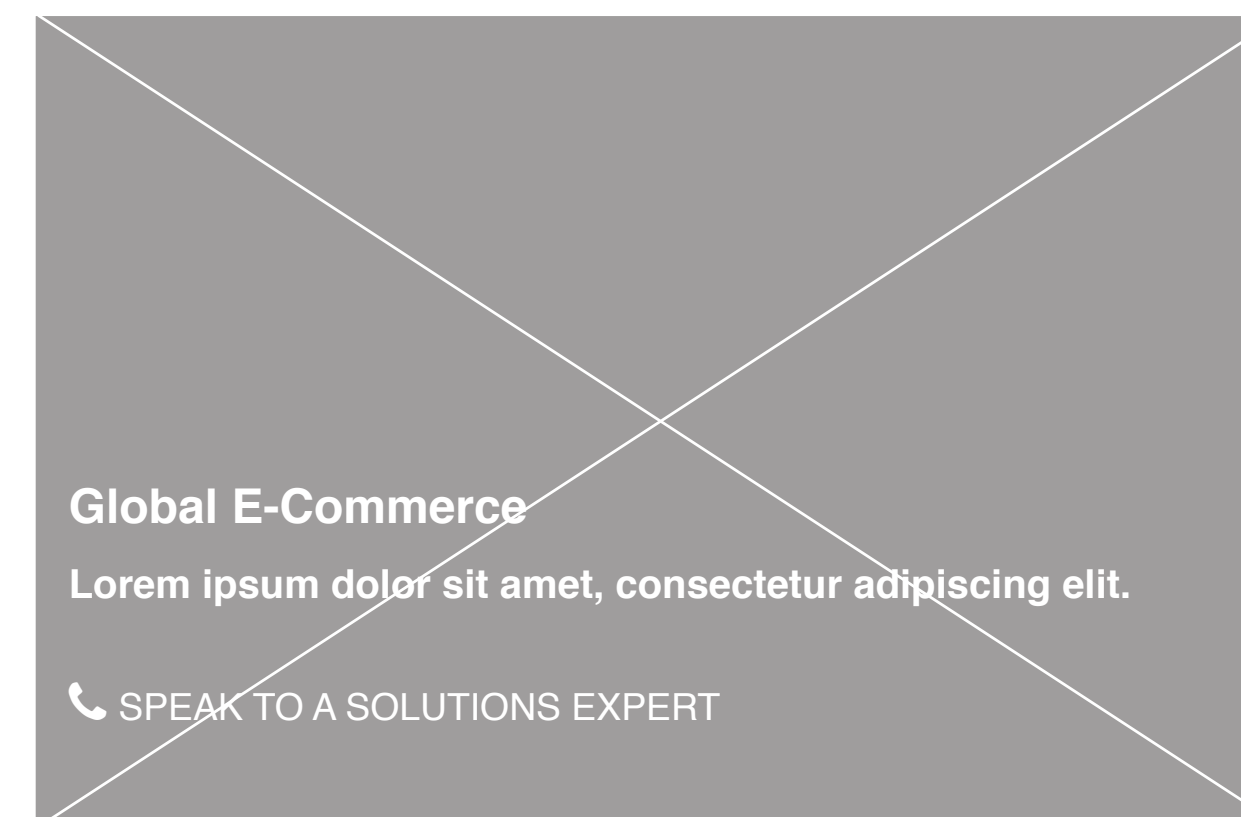
Product



Solution Suite*



Solution



News**



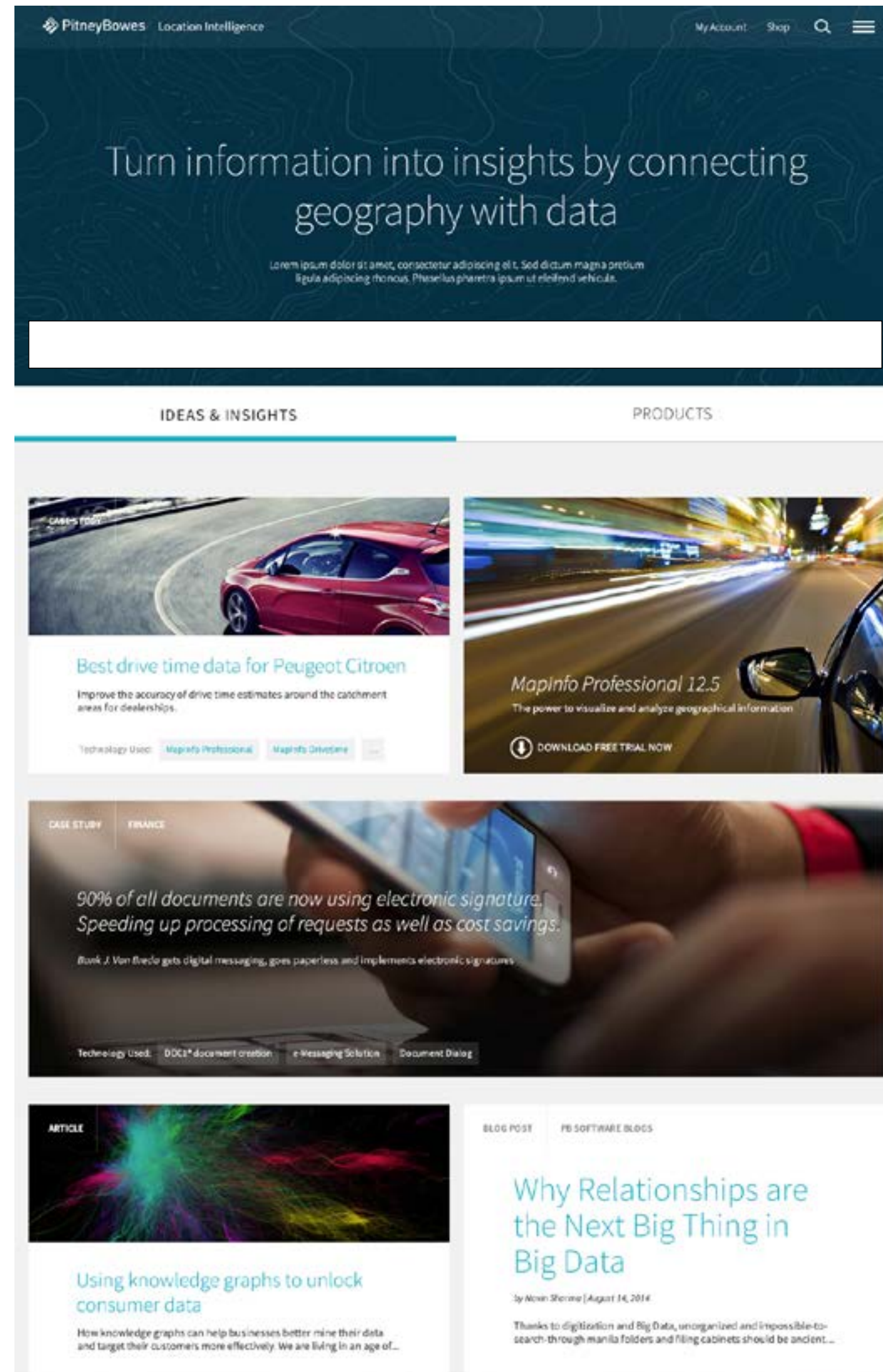
Additional Rules

- All modules may accommodate one background image, copy, and link to content or action (ie, in the case of shown Solution, phone will be prompted).
- Content in Product Related Promotion (Large) module will fall within or be relevant to the shown category.
- Content in Product Related Promotion (Large) module will directly relate to content in corresponding product/case study module.
- No more than 2 Product Related Promotion (Large) modules will appear on an individual category landing page.
- Copy will wrap and module will fall below corresponding content module in mobile view.

*Products in Solutions Suite will not appear in mobile view.

**If news is globally applicable, may not necessarily directly correspond to category, product/case study module.

INSTANCE :: Category Landing
TYPE :: Hero Banner



News

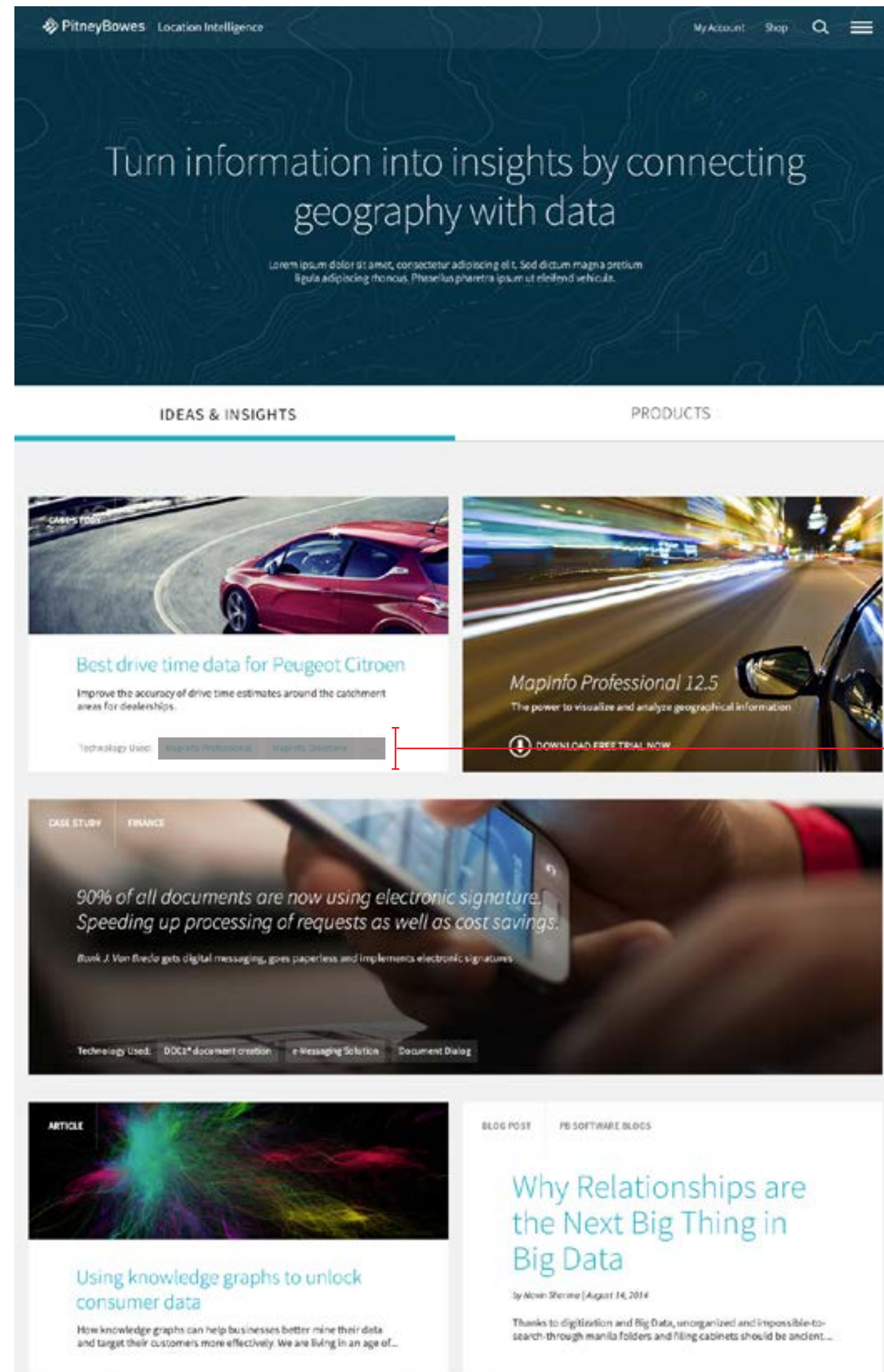
Update today! Download new USPS Priority Mail prices and they will activate on Sept 7

[READ MORE](#)

Additional Rules

- Module may accommodate copy, transparent background, and link to content or action.
- Only 1 Hero Banner will appear on an individual category landing page.
- Hero Banner should be used sparingly, and only in the event of a global, temporally constrained call out.
- If more content space is necessary, Hero Banner may directly relate to content displayed in Product Related Promotion (Large) appearing directly below hero space.
- Copy will wrap in mobile view.

INSTANCE :: Category Landing
TYPE :: Product Related Promotion (Small)



Product

DOWNLOAD FREE TRIAL

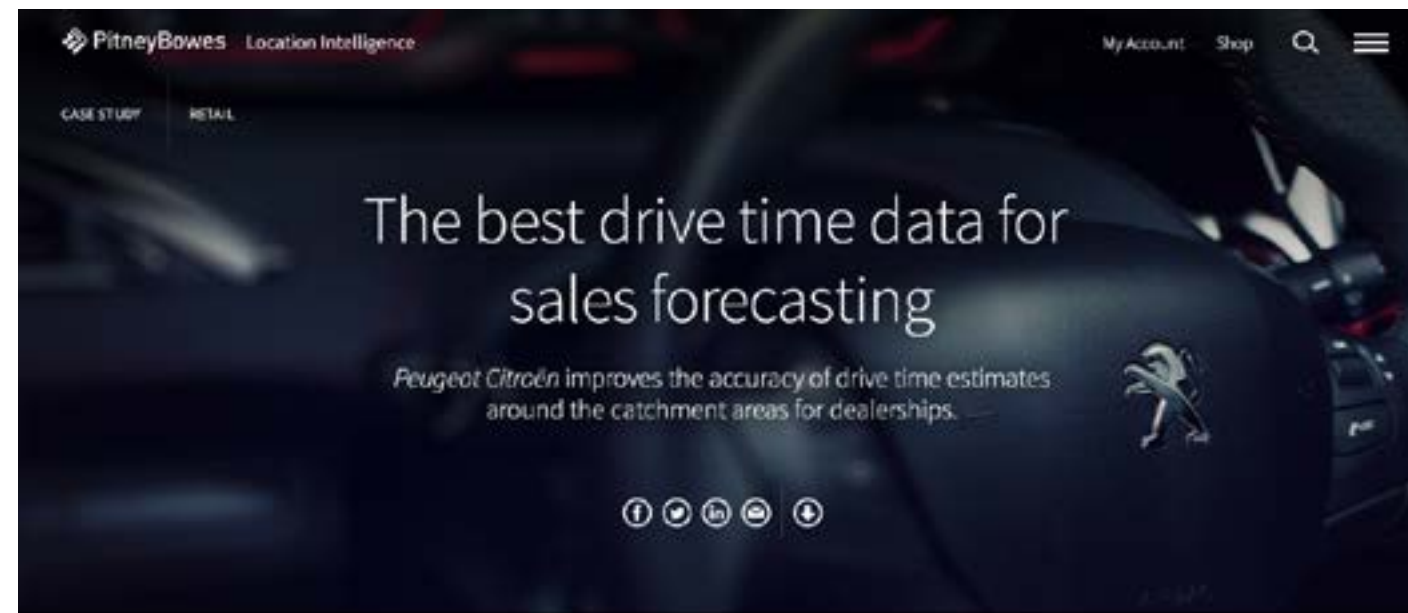
Solution

SPEAK TO A SOLUTIONS EXPERT

Additional Rules

- All modules may accommodate opaque background, and text link to content or action.
- Content in Product Related Promotion (Small) module will fall within or be relevant to the shown category.
- Content in Product Related Promotion (Small) module will directly relate to content in corresponding case study module.
- Product Related Promotion (Small) will only appear in large or small case study modules.
- Only 1 Product Related Promotion (Small) module will appear on an individual case study module.
- Module will fall below corresponding product or solution in mobile view.

INSTANCE :: Long Form Content
TYPE :: Product Related Promotion (Small)



Peugeot used data from millions of real world car trips to calculate average journey time undertaken by users of TomTom 7 days a week between 7 am and 7 pm

CLIENT PROFILE

UK branch of French car company
Europe's second largest auto manufacturer
10,000 global outlets and repair centers

BUSINESS GOALS

Improve the accuracy of drive time estimates
Gain a more realistic view of the revenue potential
Understand traffic patterns and road conditions

CASE STUDY BENEFITS

Optimize sales forecasting
Provide insights on best performing dealers
Increase response on fleet orders

TECHNOLOGY USED



Mapinfo Professional
A powerful desktop application for the visualization and analysis of geographical information



Mapinfo Drivetime
TomTom Speed Profile Data to calculate accurate travel time



PCA's Gravity Modelling System
Seamless integration with Peugeot's Gravity Modelling System for network planning and optimization

Product

[DOWNLOAD FREE TRIAL](#)

Solution

[SPEAK TO A SOLUTIONS EXPERT](#)

Additional Rules

- All modules may accommodate opaque background, and text link to content or action.
- Content in Product Related Promotion (Small) module will directly relate to corresponding product or solution.

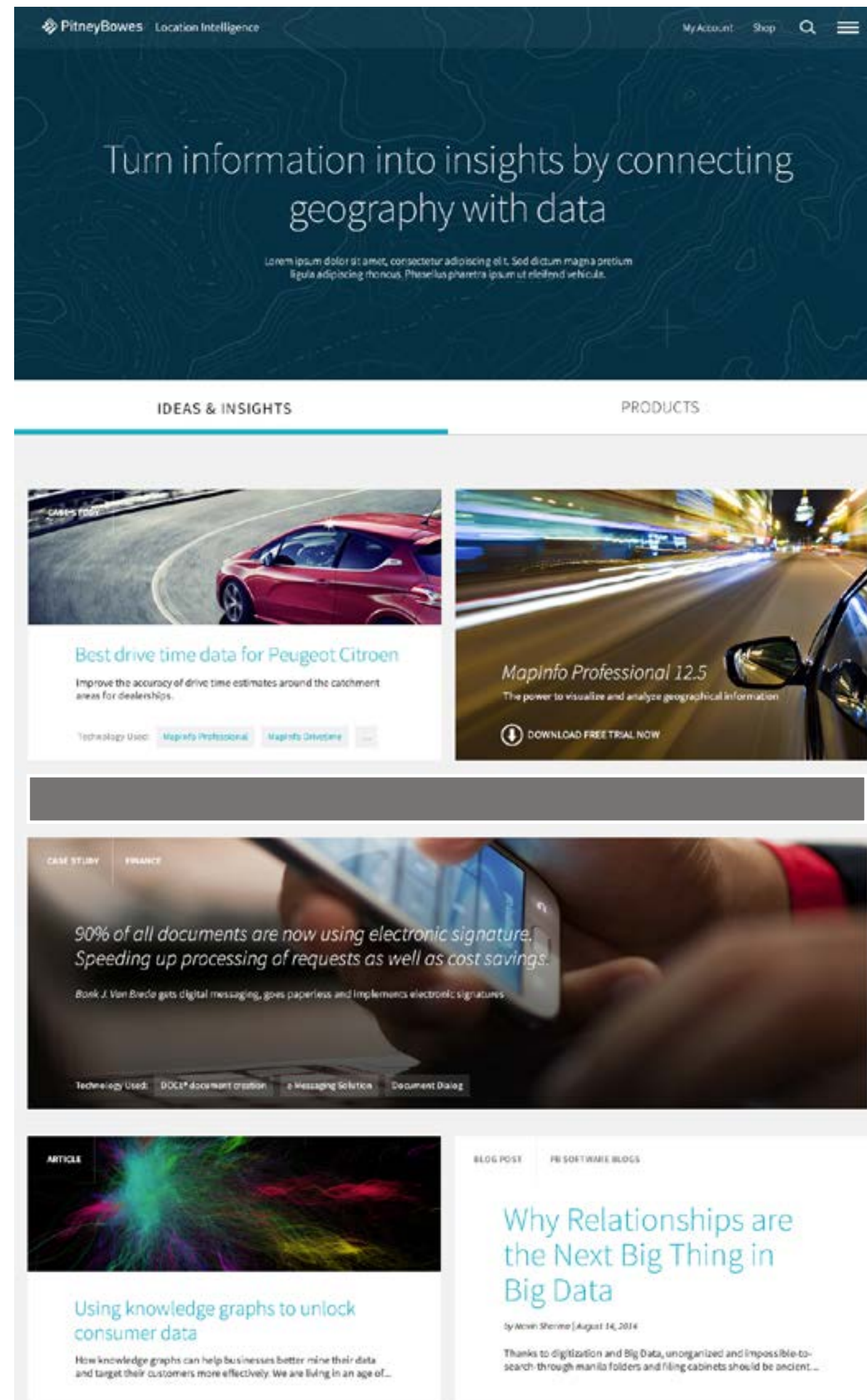
Executive Summary

"As a network planning manager this has made a big difference to my role. We no longer have to justify our drive time calculations and the dealers have full confidence in the intelligence we supply to them."

Andrew Wray,
Network Planning Manager,
Peugeot Citroën Automobiles, UK Ltd

Peugeot Citroën Automobiles UK (PCA) maintains a network of franchised dealerships throughout the UK and aims to ensure ac

INSTANCE :: Category Landing
TYPE :: Full Width Banner



Product

MapInfo Professional 12.5
The power to visualize and analyze geographical information

[DOWNLOAD FREE TRIAL NOW](#)

Solution

Global E-Commerce
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[SPEAK TO A SOLUTIONS EXPERT](#)

Solution Suite

Location Based Risk Analysis Suite
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[TBD CTA]

News*

Update today! Download new USPS Priority Mail prices and they will activate on Sept 7
[READ MORE](#)

Additional Rules

- Module may accommodate copy, opaque background, and link to content or action.
- Only 1 Full Width Banner will appear on an individual category landing page.
- Full Width Banner must appear below at least one row of content; may not appear directly below hero space.
- Content in Full Width Banner will fall within or be relevant to the shown category.
- Copy will wrap and CTA will fall below copy in mobile view.

**If news is globally applicable, may not necessarily directly correspond to category.*

INSTANCE :: Long Form Content
 TYPE :: Full Width Banner



Peugeot used data from millions of real world car trips to calculate average journey time undertaken by users of TomTom 7 days a week between 7 am and 7 pm

CLIENT PROFILE	BUSINESS GOALS	CASE STUDY BENEFITS
<ul style="list-style-type: none"> UK branch of French car company Europe's second largest auto manufacturer 10,000 global outlets and repair centers 	<ul style="list-style-type: none"> Improve the accuracy of drive time estimates Gain a more real-time view of the revenue potential Understand traffic patterns and road conditions 	<ul style="list-style-type: none"> Optimize sales forecasting Provide insights on best performing dealers Increase response on fleet orders

TECHNOLOGY USED

<p>Mapinfo Professional A powerful desktop application for the visualization and analysis of geographical information</p>	<p>Mapinfo Drivetime TomTom Speed Profile data to calculate accurate travel time</p>	<p>PCA's Gravity Modelling System Seamless integration with Peugeot's Gravity Modelling System for network planning and optimization</p>
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Executive Summary

“As a network planning manager this has made a big difference to my role. We no longer have to justify our drive time calculations and the dealers have full confidence in the intelligence we supply to them.”

Andrew Berry
 Network Planning Manager,
 Peugeot Citroën Automobiles, UK Ltd

Peugeot Citroën Automobiles UK (PCA) maintains a network of franchised dealerships throughout the UK and aims to ensure as high a percentage of potential customers as possible live within close proximity by car of a showroom or service centre. It therefore makes extensive use of drive time data in planning its network and assigning optimal sales targets and territories to its dealers.

Using Pitney Bowes Software's Mapinfo Professional and Drivetime solutions with TomTom Speed Profile data, it can now base these calculations on the most accurate information derived from millions

Product

<p>MapInfo Professional 12.5 The power to visualize and analyze geographical information</p>	<p>DOWNLOAD FREE TRIAL NOW</p>
--	--------------------------------

Solution

<p>Global E-Commerce Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	<p>SPEAK TO A SOLUTIONS EXPERT</p>
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Solution Suite*

<p>Location Based Risk Analysis Suite Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	<p>[TBD CTA]</p>
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Additional Rules

- Module may accommodate copy, opaque background, and link to content or action.
- Only 1 Full Width Banner will appear on an individual long form content page.
- Full Width Banner must appear below at least one instance of content; may not appear directly below hero space.
- Content in Full Width Banner will be directly pertinent to product(s)/solution(s) referenced in long form content.
- Copy will wrap and CTA will fall below copy in mobile view.

*When appearing on a case study, may only appear as Solution Suite below Technology Used Module.

INSTANCE :: Long Form Content
TYPE :: Native Content Module



Peugeot used data from millions of real world car trips to calculate average journey time undertaken by users of TomTom 7 days a week between 7 am and 7 pm

CLIENT PROFILE	BUSINESS GOALS	CASE STUDY BENEFITS
UK branch of french car company Europe's second largest auto manufacturer 10,000 global outlets and repair centers	Improve the accuracy of drive time estimates Gain a more realistic view of the revenue potential Understand traffic patterns and road conditions	Optimize sales forecasting Provide insights on best performing dealers Increase response on fleet orders

TECHNOLOGY USED

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Using Pitney Bowes Software's MapInfo Professional and Drivetime solutions with TomTom Speed Profile data, it can now base these calculations on the most accurate information derived from millions of real world car journeys. As a result dealers have full confidence in the reliability of the information they are supplied with.

Business Challenge

PCA needed to improve the accuracy of its drive time profiles to make more informed decisions related to network planning.

Product

MapInfo Professional 12.5

The power to visualize and analyze geographical information

DOWNLOAD FREE TRIAL NOW

Solution

Global E-Commerce

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SPEAK TO A SOLUTIONS EXPERT

Solution Suite

Location Based Risk Analysis Suite

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[TBD CTA]

Additional Rules

- Module may accommodate copy link to content or action.
- Native Content Module will not exceed the number of product(s)/solution(s) addressed in long form content.
- Native Content Module may appear when relevant to long form content copy at clear break points.
- Native Content Module may only appear after technology used is referenced in long form content, and will never appear directly below hero content.
- Content in Native Content Module will directly relate to product(s) or solution(s) reference in long form content, and will appear only when contextually relevant to copy or content.
- Copy will wrap and CTA will fall below copy in mobile view.

**If appearing on a case study, the earliest a Native Content Module may appear is within the context of the Executive*