

## **Direct Marketing Firm Progressive Impressions International Acquires ICS Marketing Services**

*Combination Creates a One-Stop-Shop Direct Marketing Powerhouse Driven by Big Data*

**Bloomington, Ill. (June 2, 2014)** – Progressive Impressions International (pii), a Bloomington, Ill.-based leading direct marketing firm, today announced the acquisition of ICS Marketing Services (ICS), a Lansing, Mich.-based data-driven full-service marketing organization.

Rooted in technology since it was founded in 1990, ICS is a leader in leveraging data analytics to deliver higher ROI marketing programs that turn big data into measureable business results. With clients across many sectors – including automotive, insurance, utilities, healthcare and education – ICS will contribute significantly to pii’s book of business and help support pii’s expert execution on large, complex direct marketing projects.

Highly regarded for the launch of its Conductor platform – a first-to-market app-based enterprise marketing platform – pii is known in the industry for its market-leading client service and proven track record of innovative solutions for its clients.

“Folding in ICS’ capabilities and bench strength into the pii family positions us perfectly for what is the future of direct marketing: delivering a holistic omni-channel experience with the customer at the center, all powered by data,” said Jamie Huff, president of pii. “We can now offer clients a one-stop-shop to help them deeply engage with the right consumers and customers at the right time in the right way to optimize marketing spend.”

Through the acquisition, pii’s offerings will include direct marketing strategy development, data analytics, digital services such as search engine marketing and email automation, and large-scale production capabilities – all seamlessly integrated through the Conductor platform.

“ICS has spent the last 25 years helping our clients leverage data to better reach their audiences, and this acquisition is the next logical step for our company,” said Ken Orr, president of ICS. “What started as a small but nimble technology company has grown into a well-rounded marketing services organization with data at its core. This acquisition will allow us to provide more innovation, more impeccable project execution and more powerful results for our clients.”

Pii and ICS will become fully integrated over the next 12 months, with the combined company operating under the pii name. The company will continue to be led by current president Jamie Huff. Key executives from ICS will take up top leadership positions at pii for the Lansing facilities, including Ken Orr, who will serve as president, and Kevin Harlow, who will serve as senior vice president of sales, marketing and service.

ICS’ two facilities in Lansing, Mich., will continue full operations and its 50 employees will continue to work in their respective locations. The Lansing facilities join pii’s existing geographic footprint which includes: Bloomington, Ill., Pompano Beach, Fla., Tianjin, China, and Cebu City, Philippines. pii also operates in 11 countries and 22 states within the U.S. through affiliates of its Taylor Corporation parent company.

For more information about pii, visit [www.whateverittakes.com](http://www.whateverittakes.com).

### **About Progressive Impressions International (pii)**

Since 1993, Progressive Impressions International has been providing direct mail marketing with personalization for leading companies in insurance, financial services and healthcare. As one of the largest full-service direct marketing service providers, pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels and made

available to distributed sales forces via an easy-to-use Web-based tool called Conductor. Pii solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for pii. In addition, pii offers a full range of commercial and specialty printing services.

Pii operates in 11 countries and 22 states within the U.S. through its Taylor Corporation parent company. pii-owned facilities include Bloomington, Ill., Lansing, Mich., Pompano Beach, Fla., Tianjin, China, and Cebu City, Philippines.

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