

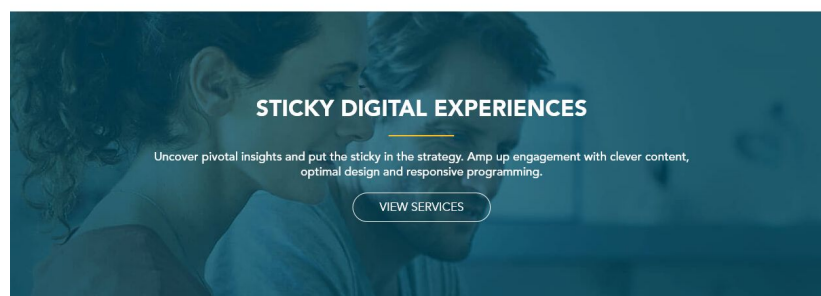
**IT'S NOT BUSINESS.
IT'S PERSONAL.**

Where breakthrough digital services & solutions synergize into moments your customers never forget.

SIMPLE SOLUTIONS FOR COMPLEX PRODUCTS

Your products are complex, but your digital experience shouldn't be.

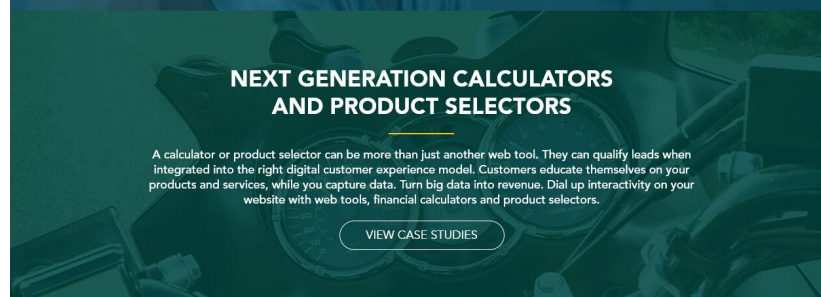
Personalize your digital customer experience to each customer with our marketing technology platform, PCE 360™. Personalization brings your communications to life at the most pivotal moments of your business. Your brand benefits from higher engagement, customer satisfaction, and sales - all at lower costs.



STICKY DIGITAL EXPERIENCES

Uncover pivotal insights and put the sticky in the strategy. Amp up engagement with clever content, optimal design and responsive programming.

[VIEW SERVICES](#)



**NEXT GENERATION CALCULATORS
AND PRODUCT SELECTORS**

A calculator or product selector can be more than just another web tool. They can qualify leads when integrated into the right digital customer experience model. Customers educate themselves on your products and services, while you capture data. Turn big data into revenue. Dial up interactivity on your website with web tools, financial calculators and product selectors.

[VIEW CASE STUDIES](#)



**PCE 360™ – MARKETING TECHNOLOGY
PLATFORM FOR SHARING CONTENT**

PCE 360™ enables your staff to share pre-approved content with your customers and prospects. Easy to use PCE 360™ centralizes, personalizes, presents, distributes and tracks outbound communications in real time. Give your lean team more time with your customers.

[VIEW PRODUCTS](#)

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THE SHARP EDGE OF TECH

Evolve. Disrupt. Streamline. Follow our blog with trends, best practices, lean development and breakthrough solutions that increases your marketing ROI.



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WTF - WHAT THE FINTECH?
AUG 14, 2017
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PRODUCTS

PCE 360 360 PERSONALIZED COMMUNICATIONS ENGINE (PCE 360™)

Personalized. Simple. Big results. That's what PCE 360™ delivers. Our suite of products work together to delight your customers with personalized, engaging content, while giving your marketing and sales team more time to engage with customers. Combined with our content creation services, you can deliver personalized communications – from one platform.

[REQUEST A DEMO](#)



DIGITALREACH™

YOU HAVE GREAT CONTENT, NOW MAKE THE MOST OF IT!

DIGITALREACH™ takes the fuss out of content management and gives your team a centralized and personalized communications hub. Avoid headaches of trying to find the right content. A secure SaaS content hub, DIGITALREACH™ provides real-time feedback and analytics. When integrated with social media, financial tools, CRMs, it's your all in one content management platform.

[DIGITALREACH.CA](#)



INDIVIDEO™

DELIVER REAL VALUE TO EACH AND EVERY CUSTOMER.

INDIVIDEO™ takes 1-to-1 video marketing to the next level. Make your customers feel like a star. Boost your marketing, activate your data, and give your customers reasons to watch to your video communications. Our clients already see tremendous uptake, outpacing the industry average.

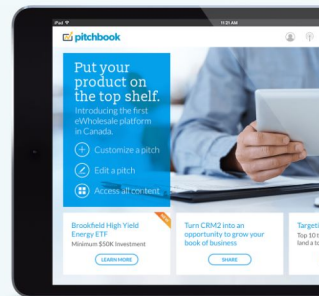
[INDIVIDEO.COM](#)

pitchbook

PERSONALIZE EVERY FACE-TO-FACE PRESENTATION TO YOUR AUDIENCE.

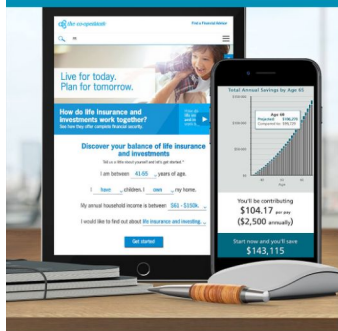
Set up your mobile teams for success with an all-in-one mobile presentation tool that wows your clients. Our Pitchbook platform lets your field teams access pre-approved presentation material, product information and web tools they can use to close deals with clients – anytime, anywhere. Let your sales staff close more deals.

[BOOK A DEMO](#)



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FINANCIAL TOOLS AND CALCULATORS

Simplifying Complex Conversations.

With deep expertise in retail banking, investments, and insurance, we equip advisors, agents, and clients with the tools to create winning sales conversations. By leveraging technology to simplify the conversation, we instill trust and confidence to empower, engage, and convert. Transform your experience to show why your brand stands out amongst the competition.

[VIEW CASE STUDIES](#)

Get In Touch

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DIGITAL BREAKTHROUGH SOLUTIONS

Actually, what I'm really interested in is
[EVERYTHING YOU DO](#) ↴

STRATEGY

STRATEGY WHERE IT COUNTS

Move the meter, win minds, break down walls and dimensionalize your brand.

We map your brand's way forward with unique digital strategies that personalize crucial moments of your customer experience, while delighting your audience and capturing leads. When you truly connect with your audience, you get more warm leads.

SMART PROGRAMS THAT GENERATE TONS OF LEADS

Make it rain leads.

BLUERUSH finds leads with innovative referral tactics, sales enablement content, and integrated marketing programs. Turn your communications program into a trigger-based automated customer relationship program, and watch leads roll into your inbox, automatically!

[VIEW CASE STUDIES](#)

LEAD GENERATION

VIDEO MARKETING

THE ART AND CRAFT OF STORYTELLING

For everything video, from animation to live action, educational to training videos, there's BLUERUSH. From script development, audio and video production and post-production magic, our award-winning team of industry professionals transform your message into a compelling story that captures your brand values and evokes your customers emotionally. BLUERUSH also personalizes videos with INDIVIDEO™ technology, developed in Canada.

[WATCH VIDEO](#)

FIND INFLUENCERS, GET TRACTION WITH CONTENT

We set strategies that kickstart social communities.

Transform your social media content and drive influencers to share your message with the world. There's a winning combination of content, strategy, and creative that builds communities. Let us show you how.

SOCIAL MEDIA

CONTENT AND CREATIVE

MASTERFUL CREATIVE AND CONTENT

There's more to content and creative than words and pretty pictures. We craft concepts large and small with the sole objective of generating impressive results. Your product or service may be complex to understand, but your communications shouldn't be. Search results depend directly on the content featured on your site. The correct visual tells a story of a thousand words. It's easy to stray down the wrong path with content.

Set the right course for your brand. Let us devise your creative strategy that will translate your marketing budget into winning results.

Tell us your top 3 objectives! We're full of ideas.

MOBILE-FIRST WEB DEVELOPMENT

Imagine what your new website could be, and we'll do even better. Starting from a mobile-first perspective, our experience architects focus on the customer experience before ever addressing design. The magic is behind the scenes with UX Design, prototyping, and site architecture. We have your vision, and make it real.

Want to capture leads with your website? Let us take it from here.

[VIEW CASE STUDIES](#)

WEB DEVELOPMENT

MOBILE AND EMAIL

MOBILE AND EMAIL COMMUNICATIONS

Does your brand need an app? Are your email communications ending up in the spam or trash folder?

You need a new approach to your communication strategy. How customers and prospects interact with your brand online and on their devices does affect your bottom line. There are many solutions you can try, but only the right one will reach your objectives.

BLUERUSH

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WEB TOOLS OF ENGAGEMENT

A tool is worth a 1,000 words. BLUERUSH distills complex products down to brilliant simplicity with interactive tools, product selectors, calculators and interactive training. See how much your customers learn about why your brand works for them by adding interactive content like a web tool to your website.

[VIEW CASE STUDIES](#)

FINANCIAL TOOLS AND SELECTORS

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