

Image Personalization

Adding the "Wow" factor to direct marketing.



WHAT IS IMAGE PERSONALIZATION?

Image personalization is the ability to create variable text in photographic images by using elements in the photograph, thus creating highly unique, realistic-looking marketing materials which instantly capture the recipient's attention.



WHY IS IT SO POWERFUL?

These personalized images can dramatically improve response rates to direct mail campaigns. Imagine receiving a marketing communication that has your name spelled out in seashells on the beach, shaped into balloons in the open sky, or

reflected as waves in a pool. The applications are limitless, and the results can be astounding.

WHAT DOES IT TAKE?

ImageSet has a library of images to work from, or we can create a custom application out of any suitable photograph. All we need is your list of names, and we can create a marketing piece your customers and prospects will keep for years to come.

APPLICATIONS

Common applications in addition to direct mail include calendars, birthday/anniversary cards, mousepads, posters, and bookmarks. But image personalization is not limited to print. Even e-mails and personalized URLs, or micro websites, can be personalized with this amazing technology.

