

IS Door-to-Door™ Variable Mapping

From their door to yours

WHAT IT IS

IS Door-to-Door™ utilizes the power of personalized variable data to help drive customers to your door. This innovative technology enables the creation of personalized maps, which allows marketers to show a potential or current customer how to find their location. Recipients receive a map showing the most direct route from their door to the sender's place of business. In tests against static mailings, personalized variable data has proven to dramatically increase results, sometimes doubling or even tripling the rate of return.

HOW IT WORKS

All you need to do is provide us with your mailing list, the address of your location, and your artwork. We'll help you decide which mapping strategy is best, and then our **IS Door-to-Door™** mapping technology does the rest.

OPTIONS

IS Door-to-Door™ allows several options for getting your customer to your place of business.

- A highlighted route showing the customer the closest location to his/her home
- A map of multiple locations for the customer to choose from

APPLICATIONS

- **New Move-In Programs** – Reach new move-ins at the point when they're mostly likely to choose a new grocery store, place of worship, or personal banking facility. Or retain customers who relocate by sending them a map of the nearest branch store in the customer's new location.
- **Grand Openings** – Enhance a store opening by sending local residents a map to the new store
- **Store Locator Mapping** – Familiarize residents in an area with the store closest to their home

TURNKEY APPLICATION:

Your price also includes full service standard or first-class mail processing to take advantage of postal discounts, including CASS certification of your mail list, addressing and delivery to the post office.

HOW WE CAN HELP

As pioneers in variable data printing, ImageSet has the technical expertise and the production capabilities to make your marketing campaign a success. Call us today to find out more information.



**Don't just tell them
where you are - tell
them how to get there!**