

Variable Data Printing

One-to-One Marketing, Print-on-Demand, Personalized Printing

WHAT IT IS

Variable Data Printing (VDP), also known as One-to-One Marketing, Print-on-Demand, and Personalized Printing, is a powerful tool which uses personalized text, graphics, fonts, and even charts and tables to capture your customer's attention. By making your marketing piece relevant and custom-tailored to your customer, you'll have a much better chance of achieving your sales and marketing goals. Variable data has been proven to dramatically increase response time, repetitive orders, average order size, and rate of response, resulting in increased overall revenue and profit.

BENEFITS

Whether used to acquire leads or increase sales, you can count on your message being heard. Personalization can be as simple as utilizing the recipient's name on the document, or it can be highly customized using different images, charts, or text to custom tailor to a specific individual.

Advantages are:

- Increase response rates
- Increase average order size
- Increase repeat orders and customer retention
- Increase response time
- Increase overall income and profit

AVERAGE RATE OF RESPONSE

1-2% to Broadcast Mailing

3-5% to Personalized Mailing

6-17% to Customized Mailing

TYPES OF VARIABLE DATA PRINTING

- **Personalization:** Each recipient's name and address will appear on each document to attract attention but the marketing message is the same for every customer.
- **Customization:** The content is specifically designed for a particular target group or a certain occasion.
- **Versioning:** Differing versions of a printed product are produced for a group of recipients, such as regionalized magazine covers.
- **Tailoring:** A single printed product is created using database marketing information to make a unique document for each recipient.

EXAMPLE OF VARIABLE DATA PRINTING



Variable Data Used for Customization

Variable Data Used for Personalization

Variable Data Used for Tailoring

Variable Data Address Used for Personalization

Variable Data Graphic Used for Versioning