

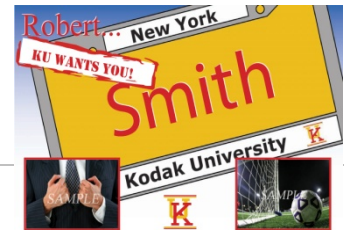
**Other Special Interest  
Articles**

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postcards?

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## How can VDP help?

What is VDP? Variable Data Printing. How can VDP help convey your marketing message? Personalization. If you are using a direct mail campaign, you can increase your results using personalization. Or, maybe you would like to personalize invitations for an upcoming event. Both are possible using VDP.

### Personalize

Every printed piece can be personalized, and directed to the specific individual. Research has shown the response rates are significantly higher when VDP is used. For example, the open rate for mail is higher when a specific person's name and address is on the envelope.

But VDP goes beyond names and addresses. Personalize the message, targeting the individual not only to personalize the print with their name and address, but also the specific product or service that is most relevant to the recipient. Or when a call-to-action is printed, an individual is most likely to respond. Another popular use of VDP is changing images and text depending on the market segments or other factors, yields higher returns. If you have a direct mail marketing campaign, add VDP for better results.

### Multiple Media Contacts

When used as part of a multiple media marketing campaign, your artwork can be formatted to become consistent with the look of a personalized website or other personalized contact points. This increase of personalized service increases the perception the customer is being helped through a process, or being handled personally.

Let's go through an example. Let's say, you sell gift items. You have a list of people with spouses' birthdates. You want to run a campaign to target your line of birthday gifts. Three months before their birthday, the message is generic, reminding them of your products. Two months before, the message is targeted towards specific birthday gifts. The month before, a discount is given for birthday items. Of course, the more you know about your customers, the more the messages and images can be personalized.

### Getting Started

Setting up VDP is like setting up a spreadsheet. With a row for each person, and columns with information that will change for each person. VDP is not only used for addresses, names

and text fields, but VDP also enables us to change the graphics on your postcard or brochure, as well.

We can personalize your direct mail marketing plan. Contact us and we can show you how.

**Contact us at  
(973) 300-1001**