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EXCEED EXPECTATIONS

TARGET MARKETING & VARIABLE DATA PRINTING

DATA DRIVEN DESIGN FOR EFFECTIVE DIRECT MAIL

WHAT IS IT AND WHY IT IS IMPORTANT

VARIABLE DATA PRINTING THE CONCEPT IS SIMPLE:

Know as much as possible about your clients and use that information to more effectively communicate using specific targeted marketing messages or report individualized transactional business information to them.

WHY? GREATER CUSTOMER LOYALTY AND LARGER RETURN ON INVESTMENT OF COMMUNICATION AND MARKETING DOLLARS.

TOP GOALS OF VARIABLE CAMPAIGNS

1. Build customer relationships (loyalty) **49.6%**
2. Develop new customers **39.2%**
3. Billing/Statement **9.1%**
4. Other **2.1%**

28%
PREFER EMAIL

3%
PREFER
TELEMARKETING

69%
PREFER DIRECT MAIL

WHERE DO I START



SURVEY SAYS

78% Read their mail before it hits the trash

RELEVANT

"John, pharmaceutical companies like XYZ spend an average of \$1.3 million per year on rental car expenses. In less than 3 minutes, when you visit your personal website you'll learn the 5 ways Avis' new program for pharmaceutical companies can cut XYZ rental car expenses by 20% annually."

PERSONAL

"John, at Avis we try harder for XYZ corporation"

Source: USPS / DMA

RELEVANCE DRIVES RESPONSE

Relevance is the single largest lever on response in individualized marketing communications. Relevant campaigns show at least 3x increase in response over those that are just personalized.


3 **X**
RESPONSE RATE

TARGET MARKETING APPLICATIONS MAKE PROSPECTS TAKE ACTION...

IMPROVEMENTS USING VARIABLE INFORMATION

Variable Information printing can yield significant improvements in promotional printing and 1:1 marketing applications

38% RESPONSE RATE

40% RESPONSE TIME

48% RETENTION

Source: CAPV

HOW DO I JUSTIFY TARGET MARKETING APPLICATION?

PLANING YOUR BUDGET: STATIC VS VARIABLE

	STATIC	VARIABLE
Budget	\$10,000	\$10,000
Pieces Mailed	33,000	16,500
Cost Per Piece	\$0.33	\$0.61
Response Rate	2%	7%
#of Responses	660	1,155
Cost Per Response	\$15.15	\$8.66

One way to look at VDP justifications cost per response and # of responses

Then Add other results like

- Average order size
- Retention (repeat orders)
- Profit per order
- Postal Savings

And you get remarkable results in profit and ROI

PROFIT PER RESPONSE
IS THE TRUE KEY MEASUREMENT



CUSTOMER RESPONSE RATES

MAILING LISTS & DATABASES

THE LIST

- Represents your market of high potential buyers
- Accounts for 40% of a mailing's success
 - *60% is in the creative*
- Go beyond name, title, company and address
- On average, about 2% of listings in a mail database change sufficiently every month to make them unusable

1 IN 6
FAMILIES WILL MOVE
THIS YEAR

17%
OF PEOPLE IN AMERICA
CHANGE ADDRESSES
THIS YEAR

43 MIL
PEOPLE IN AMERICA
WILL MOVE RESIDENCES
THIS YEAR

PSYCHOGRAPHIC

also known as a response list, includes people who subscribed to a magazine, ordered a certain product or gave to a certain charity

DEMOGRAPHIC

describes who you are with data on age, gender, marital status and other defining characteristics

COMPILED

Pulls together public information, which may be psychographic or demographic in nature. Vehicle ownership, major purchases covered by mortgages or loans, birth date and marital status are typical compiled data points.

WHAT DOES SUCCESS LOOK LIKE?

BEFORE YOU BEGIN

- What is the goal of your mailing?
 - What response rate would you like to achieve?
- Why are you mailing this?
- Who is the target recipient?
- Why will the recipient respond?
- What is the call to action?
 - How do you track response?
- What is your budget and how can you maximize your return?
- What type of mailing is most effective?
- When will it mail?
 - Is it promoting an event?
 - When will the responses start?



MANAGE YOUR DATA

- What descriptive data do you have about your recipients to target their interests?
- Should you purchase a list with more information based on your response goal?

EFFECTIVE DESIGN

- How do you merge your design with the data?
- Is your call to action clear and concise?
- Will the recipient respond to the design?
- Think about the entire picture:
 - How does it look?
 - How does it feel?
 - Is it cost effective to mail?

AFTER IT MAILES

- When will it be in mail-boxes?
- How are you cataloging responses?

TYPES OF VARIABLE

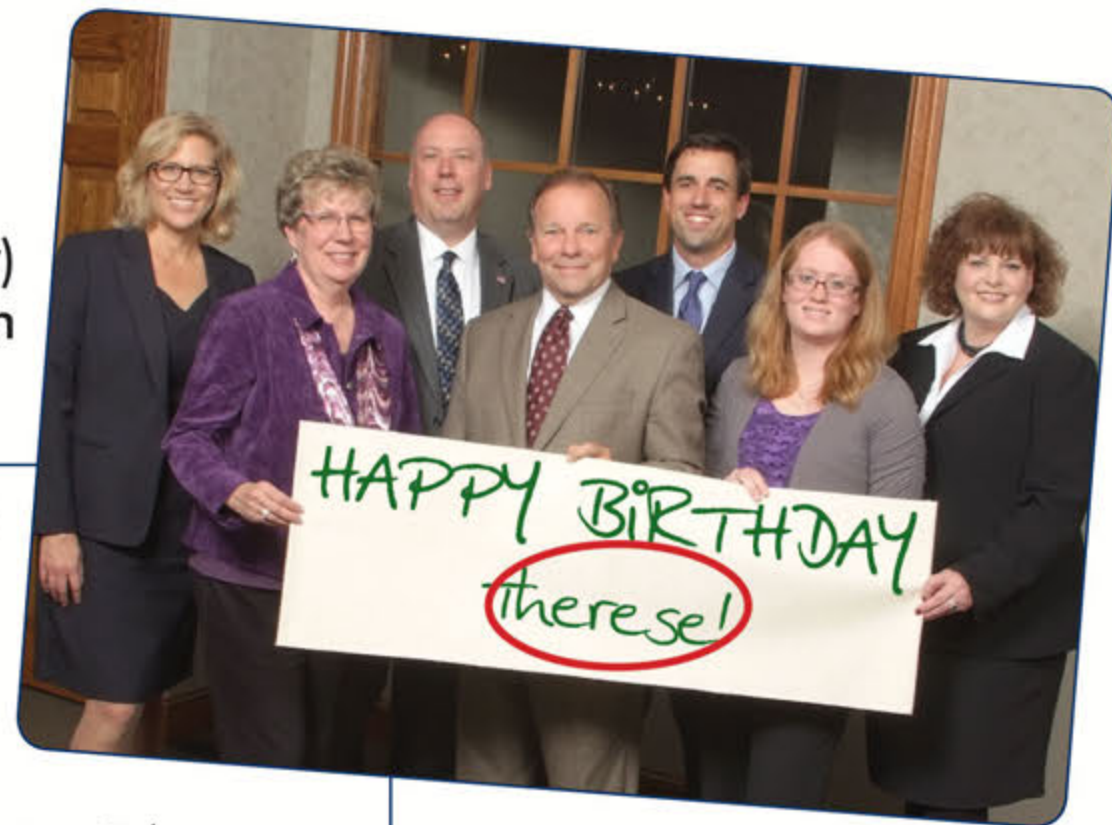
SIMPLE PERSONALIZATION


SIMPLE
PERSONALIZATION


VERSIONING


ONE TO ONE
MARKETING

VARIABLE TEXT (only)
for personalization



LINCOLN SAVINGS BANK
LSB FINANCIAL

242 TOWER PARK DRIVE
WATERLOO, IA 50701

RETURN SERVICE REQUESTED



Therese Kuhlman
123 Main st.
Some Place Town, IA 90210

REMEMBER

A common misconception holds that sophisticated data sets are required for effective personalization. Simple personalization often delivers great results. Romano and Broudy study found that color name-only personalization boosted response rates by 135% over static black-and-white

VERSIONING

VARIABLE TEXT plus VARIABLE IMAGES per "group"



ONE TO ONE (1:1) MARKETING

VARIABLE TEXT plus VARIABLE IMAGES per recipient



SELF-MAILERS

MAILING FORMATS

BOOKLET MAILERS

POSTCARDS

Most **COST-EFFECTIVE** format to produce and mail, bite-sized content for instant messaging. Great for service reminders, quick announcements, teasers, invitations, information-only or part of a sequential mailing program. Typically has low production costs.

POSTCARDS

MyPainAway[®] After Burn Cream

Enjoy a HOT Summer Special from the Makers of Topricin[®]

A natural, no odor, non-greasy coconut oil based formula that moisturizes the skin. ... Naturally!

AFTER BURN CREAM BENEFITS

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- Reduces Scar Tissue
- Treats Eczema & Skin Conditions
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- Friction Burns, Chafing & Itching

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- Surgical and Non-Surgical Joint Pain Treatment Options

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SELF-MAILERS



REMEMBER

Self-mailers can have multiple panels and be multiple sizes. We will always find the best mailing rate for the project you designed.

Is your CPAP mask ready to be replaced?

If you've reached your insurance deductible this year, now would be a great time to replace your mask or other supplies listed below. Please call us immediately so we can process your order prior to January 1, 2017. We will check with your insurance to ensure your items are covered.

- CPAP Mask
- CPAP Tubing
- Disposable Filter
- Filter
- Cushions
- Pillows
- CPAP Chin Strap
- Full Face Mask
- Full Face Cushion
- Humidifier Chamber



Call us today at <<XXX-XXX-XXXX>>!

<<Company>>
 <<Address>>
 <<Website>>
 <<Email>>
 <<Phone>>

These formats offers more **REAL-ESTATE FOR INFORMATION**. Usually cost effective, and able to use standard machinable mailing rates. We have the tabs and finishing necessary to put together any type of self mailer. And don't forget about adding a perf for return cards.

BOOKLET MAILERS

Booklets offer **MULTI-PAGE FORMATS** enabling multiple products and services to be sold simultaneously. Can be self-mailers and/or contained in envelope. Comprehensive presentation of offerings. Multiple shapes and sizes; popular sizes are 7"x10" and 8"x10.5". Cover and photos can impact effectiveness. Superior front covers can increase revenue by 30 to 40%. Customized and personalized covers increase the likelihood of opening the catalog. Styling elements include studio or environmental background, bleed or silhouetted images and substituting images for photos. Booklets tend to be more informational; popular sizes include 5.5"x8.5", 8.5"x11" and 7"x10".

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**LET US
EXCEED**

**YOUR
EXPECTATIONS**



PRINTING MADE PERSONAL SINCE 2008

Strategic Imaging began operating on January 1, 2008 as a division of the VGM Group, Inc. From our first job, we had an eye on the future so we could anticipate what our customers would be looking for. Our vision was to offer specialized variable data digital printing to include services like targeted marketing with the use of analytics, allowing our customers to see a better ROI so they're budget does more to help their business.



WE ARE EXPERIENCED.

Our team of professionals has many years of experience in Printing, Programing, Prepress, Variable Data and Mailing. This level of knowledge is the key to providing efficient solutions to your complex projects and ideas.

WE ARE DEDICATED.

From the very beginning of a project to the final details, we strive for perfection and accept nothing less. You've worked hard to establish the best quality products for your business, so we work hard to ensure the same level of quality is represented in your printed materials.

WE ARE SPEEDY.

Don't stress about waiting on your printer any longer. We offer quick turn-around times-as soon as 1 to 2 business days!

WE ARE AFFORDABLE.

We understand the importance of budget. Our digital press requires virtually no set-up, so we can offer you affordable rates. We will work directly with you to make sure you get the most out of your money.

WE ARE RELEVANT.

Relevance drives response. When you combine our Variable Data print technologies with direct mail, you directly target each customer as an individual. The more your customers will respond, the more return you will receive on your investment.



(319) 233-3731

WWW.STRATEGIC-IMAGING.COM