

### Treat your customers like individuals – they'll appreciate it

Variable Data Printing (VDP) enables you to merge text and images so that you can create effective personalised brochures and direct mail collateral – at a remarkable low cost.

Having an integrated marketing approach is the best way of maximising the return on every pound invested in marketing and in other business communications. Whilst there may be a case for generic mail to unspecified recipients, it is highly unlikely to be as effective as a well-designed and planned use of VDP that is part of a multi-channel on and off line programme of activity.

The ability to choose the quality of paper and finish, together with the right images and personalised text and other data, gives those responsible for improving engagement with all audiences many new opportunities. Using VDP is ideal for:

- Targeted direct mail
- Communications that contact personal information
- Personalised offers
- Invitations
- Statements and Invoices

Mail and Print provide a range of services in addition to creating and managing direct mail campaigns these include:

- Marketing and Campaign Planning
- Data Cleansing and Purchase
- Design and Copywriting
- Printing and Collation of all inserts
- Expert Hand Finishing and Fulfilment
- Secure storage

To find out how VDP could provide you with a new and cost effective way of engaging with customers, prospects, employees, and other key influencers to your success. Call Chris or Justin on:

**0800 1300 960**

## Quick Facts

The percentage improvements achieved by using personalized printing have been documented in various publications on average as:

- Response rate up by 36%
- Average increase in order size/value of over 24.5%
- Repeat orders and customer retention up by 47.6%
- Overall revenue/profit increased by 31.6%
- Response time improved by 33.9%

\*Source - Adobe VDP Solutions White Paper

We have worked with Mail and Print on a number of substantial projects over the years, on some occasions working to very tight deadlines and dealing with highly confidential information

*Group Managing Director,  
Print Group*