

Variable Data Printing

Also known as One-to-One Marketing, Print on Demand, and 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



example of variable data graphic used for Versioning

example of variable data used for Personalization

example of variable data used for Customization

example of variable data used for Tailoring

example of variable data graphic used for Tailoring

example of variable data address used for Personalization

How We Can Help

If you're new to the world of Variable Data Printing, ImageSet Digital can help plan a marketing campaign guaranteed to achieve results. ImageSet Digital has the technology, the staff, and the production capabilities to make Variable Data Printing work for your business. Call us today to find out more information.