1 Experience the power of Variable Data Printing!

Personalize print work

Variable Data Printing (VDP) delivers better communications to a target audience through tailored documents based on their needs. These customized documents improve customer satisfaction and retention.

Connect messages to a database | Print personalized documents | And send them to the audience

Examples

- Direct Mailings
- Postcards
- Brochures
- Business Cards
- Newsletters
- Certificates
- Folders
- Business Document Proposals
- Tickets
- Envelopes
- Financial and Investment Reports
- Etc.

2 Variable data printing builds your business!

Use the power of color
Color mailings are much more successful than black and white mailings.

Save costs
In comparison with offset a cost saving of 52% is accomplished when you print your letters digitally.

“Personalized printing costs per piece are higher than mass-mailing using offset. Higher response rates result in lower costs per response.”
### Short term benefits

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Benefit Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
<td>Average response rate increase.</td>
</tr>
<tr>
<td>25%</td>
<td>Average order size / Value of order increase.</td>
</tr>
<tr>
<td>48%</td>
<td>Repeat orders / Retention increase.</td>
</tr>
<tr>
<td>35%</td>
<td>Response time decrease.</td>
</tr>
<tr>
<td>32%</td>
<td>Revenue / Profit increase.</td>
</tr>
</tbody>
</table>

(The Value of Color, CAPV, 2005)

### Long term benefits

- Increase your customer loyalty.
- Establish long-term relationships with customers.
- Capitalize on lifetime customer value.

### Benefits of PrintShop Mail

#### Flexibility

- **Any database format**: Continue using the desired database format.
- **Any design**: Continue using the desired layout or design application.
- **For beginners and professionals**: Easily create documents from a simple mail merge to highly complex.

#### Successful personalized mailings

- **Goal**: Define the objective(s): more sales, higher margin, reduced costs or improved brand awareness.
- **Recipients**: Define the target group qualified to accept the offer and motivate the recipients to take action.
- **Design**: Capture the reader’s attention. Good design can make the difference between success and failure. Data should always drive the design, not the other way around.
- **Tracking**: Build in tracking and results measurement. Use this information to better structure your personalized projects in the future.