

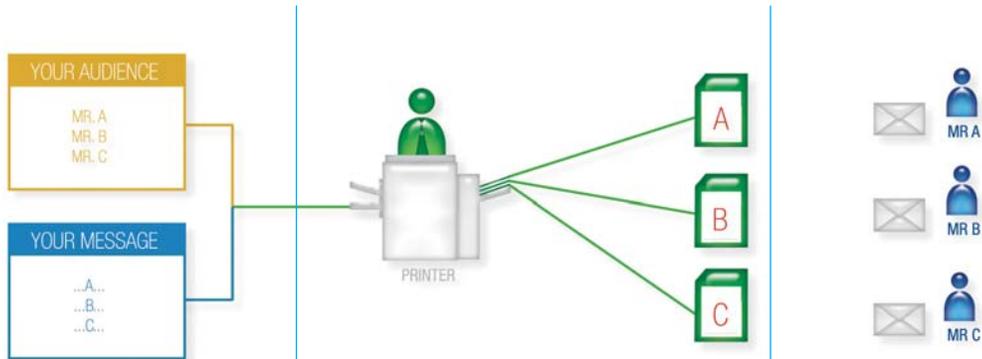


1 Experience the power of Variable Data Printing!



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



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



34% Average response rate increase.



25% Average order size / Value of order increase.



48% Repeat orders / Retention increase.



35% Response time decrease.



32% Revenue / Profit increase.

(The Value of Color, CAPV, 2005)

Long term benefits



Increase your customer loyalty.

Establish long-term relationships with customers.

Capitalize on lifetime customer value.

3

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.