

# The Anatomy of Variable Data Direct Mail

Variable data direct mail is an automated, print and mail solution that uses computer databases and digital print devices to streamline the production process of personalized mail pieces.

## DIRECT MAIL CAMPAIGNS, MADE EASY

### How does variable data printing work?

Using an advanced digital printing process, VDP is an automated print and mail solution that pulls dynamically-generated data from your print files and inserts them onto a static mail design or template.

These personalized mailpieces include information that is pertinent to that specific customer such as:

- Customer Name
- Targeted Messaging
- Lifestyle Images
- Retail Maps
- Address
- Graphics
- Unique Offers
- And More!



## MAKE MASS PRINTING MORE PERSONAL

### Why personalization?

Personalization is your key to providing a heightened client experience. It allows you to connect with your customers on an individual level and show them what your business offers that they are most likely to be interested in.

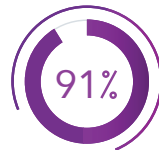
Through a direct mail campaign that utilizes VDP, you will be communicating an idea that easily resonates with your consumer. This in turn will:

- Grow Customer Retention
- Increase Campaign Return on Investment (ROI)
- Generate Brand Loyalty

This measurement allows you to track and repeat your initial strategy or adjust your content accordingly based on performance.

### Popular Direct Mail Formats

- ➔ Postcards
- ➔ Envelopes
- ➔ Folded Self-Mailers
- ➔ Brochures



91% OF CONSUMERS

say they are more likely to shop with brands that provide offers and recommendations that are **relevant to them**.

8% of 10 CONSUMERS

say being **treated like a person**, not a number, is very important to winning their business.\*\*



Source: \*Accenture \*\*Salesforce



### SUGGESTED PERSONALIZATION OPTIONS:

1. Front Graphic: Fishing
2. Personalized Text
3. Back Supporting Graphic: Fishing
4. Home Store URL
5. Variable Offer
6. Offer Barcode
7. Offer Graphic
8. In-Store Promotion
9. Home Store Hours
10. Address

## LEVERAGE CLIENT DATA TO INCREASE BRAND LOYALTY

### How does a direct mail campaign work with a sample data file?

The file below is what drives the variable data printing template created for your campaign. Every column in the data file is used to create a highly targeted relevant mailpiece that is delivered to your customer.

NAME	ADDRESS	CITY	STATE	INDICATORS	PERSONA	CONSUME	OFFER	HOME STORE
Anderson Looper	6921 S 4th St.	Chicago	IL	Date of Spend	Fishing	F-01	FO-02	A0-IL-2
Molly Malone	5269 Rockway	Long Island	NY	Spend	Camping	C-02	CO-02	A0-NY-3
Lashandra Williams	1245 Straight Ln.	Dallas	TX	Birthday	Hunting	H-01	HO-01	A0-TX-1
Jaque Lampton	1542 Milton Rd.	Naperville	IL	Product	Fishing	F-03	FO-01	A0-IL-5
Sophia Carcia	757 Parkway Cir.	Denton	TX	Anniversary	Boating	B-02	BO-02	A0-TX-2
Raj Laghari	9568 Everest Park	Omaha	NE	Holiday	Hunting	H-02	HO-01	A0-NE-6
Marc Maquaid	6878 Drury Ave.	Portland	OR	Event	Boating	B-03	BO-02	A0-OR-2
Javier Sanchez	2548 N 145th St.	Springfield	IL	Store Location	Camping	C-01	CO-01	A0-IL-2

# RETAIN SOLUTION

Utilize variable direct printing and create effective marketing campaigns with **RETAIN**. Designed to simplify the world of personalized print, RETAIN is a solution that provides a targeted approach to retention marketing. It's an innovative tool that leverages your current customer data to create a unique print piece for each recipient based on your print campaign or marketing goals.



## HOW IT WORKS

### DISCOVERY

Tell us your business goals and where you're at in your personalized print journey. If you have customer data, this will be where you begin to segment your customers based on their preferences.

### DESIGN

Based on the shared interests of your customers, you'll create a marketing piece that will appeal to your audience's personality. Align your design elements with the consumer groups you've created.

### START YOUR CAMPAIGN

It's time to print and mail! Our technology combines your data with the fields in your design file to produce a unique printed piece for each mail recipient. Easily use your online portal to manage your campaigns and marketing assets.

## LET'S GET STARTED

Are you ready to incorporate personalized data in your upcoming direct mail campaigns? Our award-winning team at Aradius Group is here for you and would love to share their expertise!

**START THE CONVERSATION:** [aradiusgroup.com/contact](https://aradiusgroup.com/contact)

