



Print is personal.

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It's time to put each prospect's name up in lights, literally. Or use a skywriter to put your personalized message to them in the clouds. Or maybe you want to include a photo or the specific product in which they expressed interest. Print can do all that and more because print takes marketing personally.

Using new variable data printing (VDP) and one-to-one messaging techniques, you can personalize each and every piece of your print campaign — right down to the specific photos you use and every word of your pitch. Did someone say relationship building?

In an Interquest report, response rates for customized color direct mail campaigns ranged from 6% to as high as 75%. The response rates were, on average, 5.6 times higher for customized color versions than for simple mail merge applications.

The more you individualize print, the more individuals you will inspire.