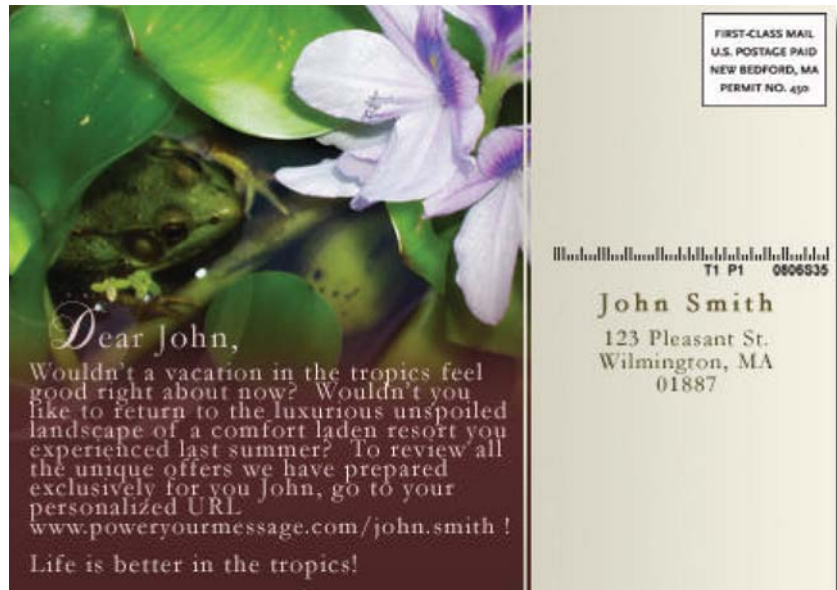


Variable Data Publishing



Variable Information Publishing provides you with the ability to publish information across different media types using unique marketing data for each instance. Examples of Variable Information Publishing can include hardcopy print, emails and personalized URL(s). Variable Information Publishing allows users to customize each message, using unique data for each contact. Customized marketing messages can contain a minimum of information including name, location, or interests all based on the data on hand. As the prospect responds to the personalized marketing initiatives, the additional data supplied by the lead can be used to further tailor the marketing message. Text, graphics, and the message are unique from one printed piece to the next.

Variable Information Printing enables the mass customization of documents and messages as opposed to the “massproduction” of a single marketing piece. Each printed piece can direct the prospect to their Personalized URL. Both print messaging and PURL(s) use existing information from the marketing database. Our product offering Variable Information Publishing supports the entire spectrum of customization: from simple name changes, to the full customization of text, graphics, and the marketing message. Cross media marketing including hard copy print, email messaging, and web publishing are all fully supported.



John's message is the tropics, and Mary's message is Alaska. Variable Information Publishing ensures a meaningful message for each prospect!

Benefits

- Increases response rates
- Customizes message for each prospect
- Completes integration between print and web based messaging
- Supports cross media marketing
- Targets mailers and PURL(s) based on existing data
- Maintains brand and asset use