

Cut Through The Clutter. Get Results

Dynamic Direct

Reach customers and prospects with highly relevant and personalized messages. Boost your response rates dramatically with Dynamic Direct. Direct mail is driven by a dynamic database to generate one-to-one marketing messages and speak personally to each member of your audience.



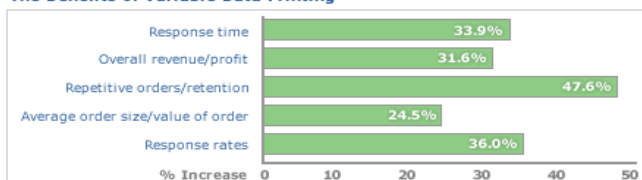
Highly targeted messages cut through clutter. The look and content of your printed materials can be honed to communicate one-to-one with each intended recipient, differentiating your company from the competition. VDP is a great tool for tailoring your literature to appeal to individuals and small, well-focused niches.

Example of Variable Data Printing



VDP makes measurable impact on the ROI of marketing campaigns, increasing significantly success rates on 5 important measures:

The Benefits of Variable Data Printing



Source: UTA, DMI, PODi, 2004-05

Levels of Personalization

VDP can be customized to any one of four levels of personalization, from least relevant to most relevant:

1. Static

This is a "one-size-fits-all" marketing message. Your marketing message is "mass-produced," using conventional offset printing, and every customer receives the same message, regardless of their relationship or profitability to your company.

2. Personalized

Each customer's name and address appears on each document to attract attention - but the marketing message is the same for each and every customer, regardless of their relationship or profitability to your company.

3. Versioned

Your customer base is segmented according to demographic or other attributes, perhaps by a previously expressed interest. For example, investors could be segmented by age, income or investment goals. Car owners could be segmented by the make or model they own. Or a specific geography could determine the version. Customized content is then delivered that best addresses the needs of each particular segment.

4. Fully Variable

The ultimate application of direct marketing, each document's content is fully customized to be highly relevant and custom-tailored to a specific individual. Everything in the document can be varied - design, text and images can all be swapped depending on the customer or prospect.

Learn more

how Dynamic Marketing Systems leverages marketing assets to streamline workflow. Call 770.407.6300 to schedule a free demo or visit us online at www.DYMASYS.com