

May 28, 2008

Abstract

Entry-Level VDP

Report Fast Facts

Published: May 2008

Pages: 19

Tables & Figures: 10

Price: \$595

Order Information

To place your order today, contact Jennifer Skerrett at 781.616.2100 ext. 111 or via e-mail at jennifer_skerrett@infotrends.com

About InfoTrends

InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industries. We provide research, analysis, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. To learn more about our company, visit www.infotrends.com.

© 2008 InfoTrends, Inc.
www.infotrends.com

Abstract

This document provides a definition of Entry-Level Variable Data Printing segment of the Customized Communications White Paper Series and identifies the market opportunity for print service providers. It discusses the needs of document owners in both the In-Plant/CRD and Commercial market segments, and outlines the opportunity for print service providers. It also provides examples of variable data applications and a representative listing of entry-level variable data solutions.

For More Information

If you would like to order extra copies of this report, receive permission to use any part of the report, or be informed of upcoming market updates, reports, and related projects, please e-mail us at info@infotrends.com.

Headquarters:
97 Libbey Industrial Parkway
Suite 300
Weymouth, MA 02189
United States
+1 781 616 2100
info@infotrends.com

Europe:
3rd Floor, Sceptre House
7-9 Castle Street
Luton, Bedfordshire
United Kingdom, LU1 3AJ
+44 1582 400120
euro.info@infotrends.com

Asia:
Hiroo Office Building
1-3-18 Hiroo, Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp

Table of Contents

Introduction	3
Variable Data Printing 101	4
Variable Data Printing (VDP) Defined	4
Transactional Meets Promotional: The Ultimate Promise of Variable Data	4
Entry-Level VDP & Marketing Campaigns	5
The Strategy	7
A Quality Data Source	7
Working with Data.....	8
The Offer.....	9
The Killer Creative	9
Measurement & Tracking Feedback Loop	10
Getting Started with Entry-Level VDP	11
Entry-Level VDP Examples	11
VDP Campaign Execution	13
Data	13
Design.....	13
Logic	14
Production – The Final Step	15
Required Skills	16
New Revenue Opportunities for PSPs	16
Target Markets	17
The Buying Decision	17
Solution Comparison	18
Entry-Level VDP Providers.....	18
Meeting Today’s Business Challenges	19
Conclusion	19

List of Figures

Figure 1: VDP Applications.....	5
Figure 2: InfoTrends, Future of Mail, N = 190 Direct Mail Document Owners	6
Figure 3: Single table data source.....	8
Figure 4: Killer creative	10
Figure 5: Tickets with bar codes, numbers & dates	11
Figure 6: Post card	12
Figure 7: Image Personalization.....	12
Figure 8: Entry-level VDP design	14
Figure 9: The rules wizard	15
Figure 10: VDP Solution Comparison.....	18

Introduction

This document provides a definition of Entry-Level variable data printing (VDP) and identifies the market opportunity these solutions offer for print service providers. It discusses the needs of document owners and marketing professionals for more relevant and more effective business and marketing communications, translating those into business opportunities and requirements for print service providers who wish to effectively serve those customers. It also provides examples of variable data applications and a representative list of entry-level VDP solutions available in the marketplace.

Statistics show that in both the business to consumer (B2C) and business to business (B2B) environments, audiences prefer personalized and relevant content in business and marketing communications. In a world where the average consumer is bombarded by some 3,000 marketing messages daily, targeted and personalized printed communications can significantly improve audience response and enhance the overall fulfillment of business objectives.

In direct marketing, even the simple use of a recipient's name and address with minimal variable imagery (perhaps based on known demographics such as age or region of the country) can facilitate a successful campaign. With a quality data source and the strategic segmenting of messaging to target specific groups within a defined audience, response rates and campaign results improve dramatically.

Current technology is tearing down barriers to adoption of variable data strategies. Barriers have historically included cost, complex implementation, and risk. You can now take advantage of this growing market demand by implementing an Entry-Level VDP offering, leaving the door open to increase the sophistication of that offering over time. This approach is a viable means of gaining a foothold in the more lucrative value-added marketing supply-chain, and the beginning of the transition from a print service provider to a marketing services provider.

Entry-Level VDP solutions utilize single-table databases, simple design composition tools, and basic business logic that can be programmed via a user-friendly wizard interface. These solutions can be implemented without the need for extensive in-house IT resources, and can immediately begin delivering new, higher-margin revenue streams for you, the service provider, while setting the stage for deeper, stronger customer relationships by delivering against the marketing professional's need for improved and measurable return on marketing investments.

This material is prepared specifically for clients of InfoTrends, Inc. The opinions expressed represent our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which our material is based are reliable and we have applied our best professional judgment to the data obtained.