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Abstract

Customized Communications: Entry-Level VDP

Report Fast Facts

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Abstract

This document provides a definition for the Entry-Level VDP segment for the Customized Communications White Paper Series and identifies the market opportunity for suppliers and print service providers in the In-plant/CRD, commercial printing, and quick printing market segments. It also provides examples of applications and strategies for implementation in each market segment.

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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 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 personalized printed communications can significantly improve audience response and enhance the overall fulfillment of business objectives.

In direct marketing, the 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 the adoption of variable data strategies. These barriers have historically included cost, complex implementation, and risk. Print service providers 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 beginning 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 the service provider. This occurs while setting the stage for deeper, stronger customer relationships by delivering against the marketing professional's need for improved and measurable return on investments (ROI).

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