

value
**Get higher ROI
from color**





**talk
to**

Your customer has never had it so good

Now you can talk to your customer with true relevance, even on the largest, full color runs.

And however you need your print & mail personalized, customized and finished you'll do it faster, easier and at the lowest cost using the latest Pitney Bowes® IntelliJet® Printing System technology.

The result? Bigger impact, improved response rates, deeper relationships and more profitable communications.

To really hold your clients attention as a true individual, talk to Pitney Bowes **Production Print Specialist** at **1-877-536-2736** or visit us online at **www.pb.com/transactionprintandmail**

me

benefits



Benefits

right across your business

Communicating in color with targeted, relevant direct mail and TransPromo

Gives you a game-changing asset.

Build deeper relationships

Use customer data more effectively and increase open rates, read rates and response rates. Studies from the DMA and others demonstrate that relevant communication is remembered!

Bring ideas to life

It's not just personalization that gets results! Segment and target based on location or season to create relevance. Coupled with our wide variety of substrates and finishing solutions we bring oxygen to inventive minds and enable new creative opportunities.

Drive quality higher

Reliable color quality at full press speed means a faster turnaround that delivers results - in customers' eyes - as good as offset quality.



Color makes a difference

Communication that includes your company brand colors promotes a connection to your customer's recollection of your brand; without color the communication's power is weaker.

Start with a good list

Direct Mail can be broken down into three states: 40% is your list, 40% is your offer and 20% is your creative. Make sure your list is filled with people you want to reach, who can buy your product or service, or who have bought your product or service in the past. By using color to promote your offer directly you encourage more people to open and read your mailer. You should see significantly higher response rates and ultimately, a more effective marketing campaign.

Maximize the contribution of creative

The right creative can increase the impact of your marketing effort by making your offer compelling, and clear and easy to act on. Color and personalization are your most important creative tools. Color plays an important role in getting that mail opened, read enough to understand your offer, and acted on - now!

Make a personalized match between your list and offer

When color is used appropriately to reinforce an offer designed for a segment of your list, it maximizes response. The more you target the application of color, the better you can anticipate what the response will be.

For example...

Let's say you are attempting to generate a financial services lead. If your offer is for a research report, you can personalize it by offering each reader a different report depending on which trade publication they prefer. Then, to highlight this personalization, you can feature a color image on the front of the report relevant to the reader as well as an image on the front of the envelope. This will help draw attention to your offer and encourage a response.

more
than just
color



Explore the possibilities

Here are just some of the many ways you can achieve the maximum impact on your customers and raise the response you get back...

Statements that stand out

Because you can give relevant detail to each customer.

Color graphs, pie charts, and sliding scales are best practice tools for communicating quickly with your audience and reinforcing your message. Documents engineered with color deliver heightened engagement.

For things like -

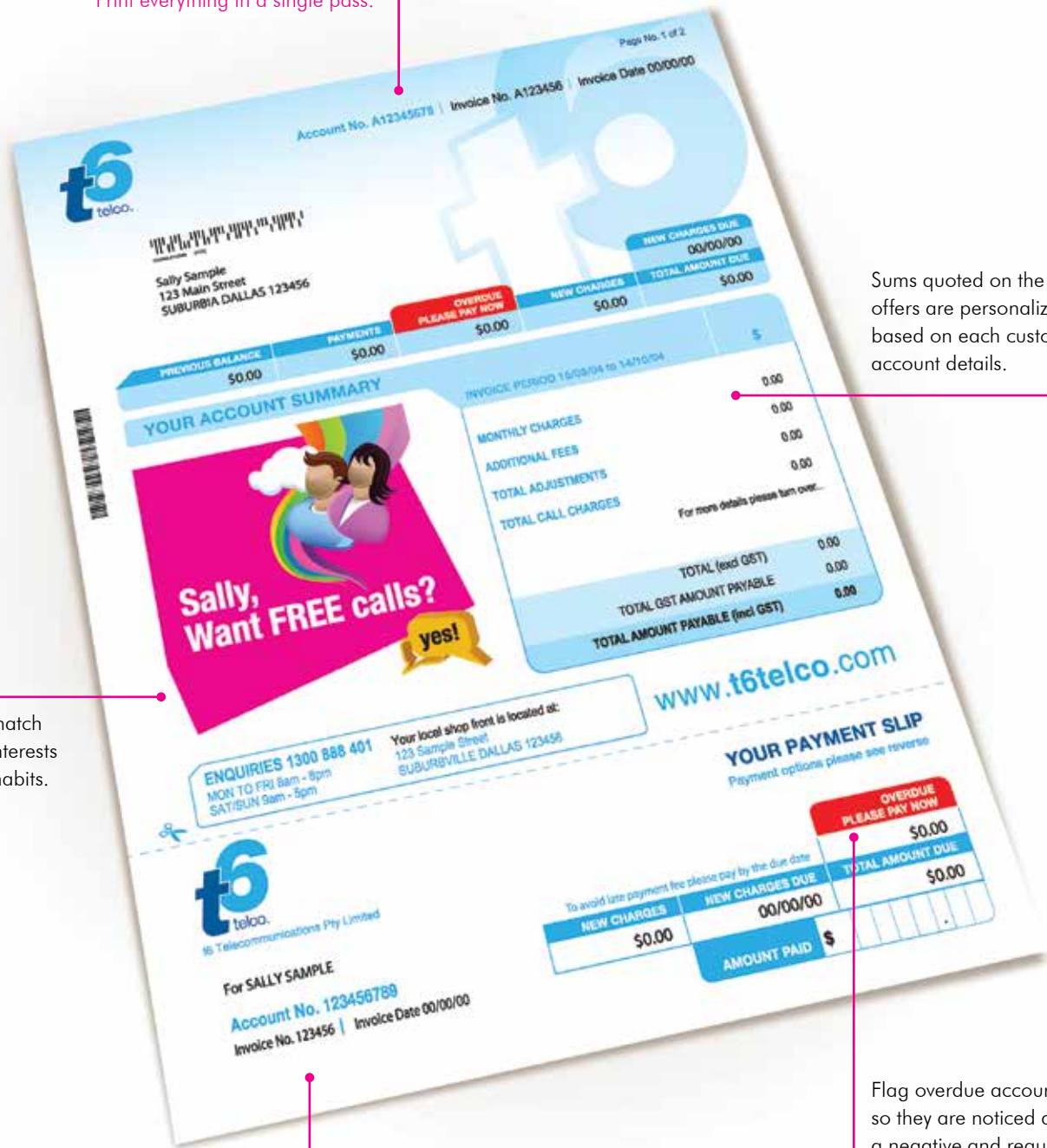
1. Benefit statements
2. Financial statements
3. Credit card statements
4. Utility bills
5. Telephone bills



Targeted messaging depends on where the customer is in their buying cycle - upsell, cross sell, retention, third party advertising and community messages - all variable and timely.

customized

All text is variable! No need for overprinting on pre-printed shells. Print everything in a single pass.



Sums quoted on the offers are personalized, based on each customer's account details.

Offers that match customers' interests and buying habits.

No more preprints required - multiple stocks as well as third party logos can now be built on the fly.

Flag overdue accounts so they are noticed as a negative and require payment immediately.

relevant

Mailers have long been a great vehicle for a variety of applications including acquisition, retention, web drivers, brand awareness, lead generation, etc.

A Dynamic Variable Data Print example

Because you can make every point personally relevant.

Greeting messages relevant to the customers time in life.

Hotel imagery that reflects previous bookings.

PURLs or dedicated web pages, to further drive the offer towards the sale.

Adapt offers and prices to match individual interests and previous buying patterns.

Variable vouchers dependant on customers previous spend habits.



Vibrant, personalized graphics based entirely around individual customer data.



We know that personalization and relevant messaging makes a difference. The effort involved to create the relevant message can be easier than you might think. Here is an example of a mailer with VDP principles applied - see a dynamic version based on available data.

On Demand/Trigger Mailing

Because you can match your customers' preferences.



Personalization via first name, as well as interests - variable color enhances the message as well as recognizes the customer by gender, for example.

Adapt offers and prices to match individual interests and previous buying patterns.



Using VDP, marketers are able to respond immediately. No press time wait for preprinted shells to be laser imprinted. Printing in one step verses two steps is a great advantage when the speed to market is critical.

Tailor the messages to suite customer demographics.

results

Marketers have learned that relevant offers, to the best targeted audience, at the right time, speaking to consumers with their lifestyle priorities, with both copy and graphics, hitting home all relevant benefits, is a winning strategy.

Analytic Driven

Because tailored information grabs and holds your customers' attention.

For things like -

- Retention Programs
- Customer Life Cycle Programs
- Previous Purchase
- Relevant Offers



Change headlines to suit business type.

URL and call to action personalized to each customer. Building the relationship through other channels.

Drive new business through customer friends and family.

Store details and a how to get there map personalized for geographical location.

Designing for inkjet

Some handy tips to help you get best out of our state-of-the-art print personalization technology.

- 1 Use typefaces designed for digital. They will scale appropriately wherever they are used in your printed material.
- 2 Test type sizes for readability. Some typefaces may be hard to see at small sizes. We can print type sizes as small as 2 point.
- 3 Black type should be pure black and not composite or rich black. Pitney Bowes uses industry leading HP thermal inkjet technology with the highest black optical density so you do not need to add cyan or magenta. This makes it more economical.
- 4 Use vector graphics for logos, line art and graphs. These enable our Pitney Bowes IntelliJet® Printing System to deliver the smoothest lines and even tones.
- 5 For best results always pre-convert spot colors to CMYK values or Pantone® specification.
- 6 If your files contain RGB images, let the IntelliJet® Print Process Manager convert the image for print. This delivers the best quality.
- 7 Eliminate any unnecessary transparency in images and other graphic objects for greater processing efficiency.
- 8 To ensure cleaner, crisper images use ones that are at least 300 dpi; 600 dpi is recommended if the image contains text.
- 9 Avoid converting files multiple times as this can impact the image quality. Where possible, standardize on image file formats and resolutions.
- 10 Aim for design templates that avoid saturated printed background colors as these soak the page in ink adding to costs for ink and cost of drying.

customized relevant target results = value

We Want To Help

Our experienced Pitney Bowes team is here to help you from beginning to end to ensure the successful execution of your vision. Our comprehensive team can provide you experience in a wide variety of expertise from both a marketing and production perspective. Whether your needs include existing transactional statement review, or other communication opportunities we are here to advise and help you to ensure success.

Inspire. Educate. Execute.

Variable data printing can deliver on many of the goals businesses have. We are here to inspire, educate, and help you execute and achieve your business goals. Our team is ready to engage with you anywhere in the project life-cycle and offer assistance to help you succeed.



Our work



See the quality of print and level of personalization for yourself. We have a selection of samples produced on our IntelliJet® Printing System. Additionally, at our Customer Innovation Center in Shelton, CT, we can help you explore the value of moving to digital color print for your unique applications.



Printed on the Pitney Bowes IntelliJet® Printing System

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