

## Benefits of Variable Data Printing

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If you've ever attended a direct marketing convention, or read a marketing industry publication, you've probably heard the term Variable Data Printing. It's a pretty way of describing the technology that allows you greater flexibility when printing marketing materials - using high-end technology to perform specialized print jobs that once would be very expensive or downright impossible on deadline.

***So what makes Variable Data Printing such a boon for businesses engaged in direct marketing?*** Check out the four big-time benefits of the process below and see if you're not converted into a true believer!

***Benefit #1: Faster Turnaround Times***  
With variable data printing you can get your materials printed and in the mail in as little as one or two days. Digital technology such as this means getting a timelier, more relevant message out to potential customers, thus increase the odds of conversion.

With digital printing, what once took weeks to execute can now be done in a matter of hours. And if there is a typo or other error with the piece, making the appropriate changes is much less of a headache than it once was.

***Benefit #2: Improved ROI***

The return on investment you can enjoy with Variable Data Printing is nothing short of spectacular. If executed properly, you will see much higher conversion rates with Variable Data Printing because the message can be personalized for such a wide range of individuals.

When you connect on a one-to-one level with a customer (using a message designed specifically for them) the chances of converting that individual grow by leaps and bounds.

***Benefit #3: Better reporting***

Marketers go crazy for Variable Data Printing because it gives them the ability to perform detailed tracking and reporting on every campaign.

Since the technology allows you to mark up direct mail pieces any way you see fit, you can add different codes, phone numbers, offers or other means of tracking that will help you maintain an effective ongoing program.

***Benefit #4: Testing Opportunities***

In the "old days" even the most basic A/B testing was an expensive proposition. Creating two marketing pieces

that were different from one another in even the slightest way was expensive because lower quantities meant a higher unit cost.

But with Digital Variable Printing you suddenly have the ability to make limitless changes to each piece with impacting the cost. That means more sophisticated testing opportunities which in turn leads to better response rates on down the line.

Variable Data Printing is truly a revolution. At a time when many traditional direct marketing methods are losing steam as a result of online competition, variable printing proves that there is still lots of life in traditional



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