5 Reasons Variable Data Printing Works
We know the importance of having a printing partner that understands you and your campaign. Image Printing is committed to providing the very best in service. From premedia to finishing and mailing, our staff is second to none in service and professionalism. Image Printing assures our customers that we will provide excellent service by friendly and knowledgeable professionals on every project. We know the importance of having a printing partner that understands you and your campaign, which is why our staff is committed to developing a lasting partnership with you.
Five reasons why Variable Data Printing may be good for your campaign

What can Variable Data Printing do for your next campaign? VDP puts powerful, on-demand printing at your command. Changes in text, graphics, and images from one printed piece to the next can be made without slowing down the process ... like personalized postcards using one basic format with variable names, addresses, and messages. Ask your Image Printing Account Executive about VDP today.

Direct Mail allows for dynamic content that develops personal communications while maintaining brand awareness that is effective and creates a greater response rate.

Variable Data Printing is not complicated or difficult. Today’s technology allows you to build a Variable Data Printing Direct Mail campaign that works and is less intimidating.

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Ensuring your clients receive the right message, at the right time, at the right address.

For over two decades, we have helped successful businesses with their mail campaigns, ensuring that their clients receive the right message, at the right address, at the right time. We offer personalized Direct Mail, Variable Data Printing, accurate database and list management, and acquisition services. Our professional marketing team is ready to provide solutions, based on your needs and budget, by offering an array of services to streamline your efforts to get your mail into voters’ hands quickly and at the lowest cost. As one of North Dakota’s largest mailers, we’ve developed a strong relationship with our friends at the U.S. Postal Service, and along with our broad understanding of postal regulations, limitations and possibilities, your mail will reach your marketing targets. Whether you’re working on voter acquisition, conversion, loyalty or engagement, you can leverage the power of “Physical Mail,” delivered directly to voters’ doors. We look forward to helping you make your campaign easy and efficient.
Instead of 15,000 mail pieces with the same message, Variable Data Printing enables you to print 15,000 unique mail pieces for each potential client.

- SHOPIFY
Rapid proven response shows the need to incorporate VDP & Direct Mail

Response rate of Direct Mail is 5.5% according to the Data and Marketing Association (DMA). This response rate is more than 700% of all combined digital response rates.

There is a proven greater effect of digital ads, however, when combining print in your campaign.

- Direct Mail with digital ads delivers a 28% higher rate.
- Campaigns that use Direct Mail and 1 or more digital media product gain a 118% response rate. (Merkle)

- Variable Data Printing and digital media are more powerful when used together. Variable Data Printing and Direct Mail standing alone though, out - gains digital media.

<table>
<thead>
<tr>
<th>Response Rate</th>
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<tbody>
<tr>
<td>DIRECT MAIL 5.5%</td>
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<tr>
<td>MOBILE 0.2%</td>
</tr>
<tr>
<td>EMAIL 0.1%</td>
</tr>
<tr>
<td>SOCIAL MEDIA 0.1%</td>
</tr>
<tr>
<td>PAID SEARCH 0.1%</td>
</tr>
<tr>
<td>DISPLAY ADVERTISING 0.02%</td>
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The response rate of direct mail is 5.5%

- DATA AND MARKETING ASSOCIATION
Higher response rate with more cost-effective features

Variable Digital Printing produces more savings to you. VDP has a significantly higher response rate than direct mail, variable print has the same cost per acquisition as digital media, with a more responsive audience. The cost of Mass Mail is dropping due to technology, whereas the cost of digital media continues to rise due to the amount of Pay Per Click (PPC) coupled with the increased amount of digital platforms grabbing for your attention.
With the exception of broadcast television, both major political parties in the 2012 presidential campaign spent more on direct mail than any other form of advertising. This shouldn’t be surprising because campaigns know the power of VDP and Direct Mail.*

In-Home dates can arrive in 2-3 business days from the event or upon receipt of the data file. Creating a campaign with the stated goal can make data move fluently from the candidate to print production into the postal system for an on-time delivery of your targeted information.

*United States Postal Service (USPS) and the American Association of Political Consultants (AAPC)
A variety of software available today are equipped to track campaigns and direct mail projects to provide accurate analytics, insights and reports. With intelligent insights, you can adjust and refine your campaign to reach a maximum target rate. At Image Printing, we are able to track your campaigns for you and provide you with the data and insights you are looking for.
Millennials and politicians see the value in Direct Mail with Variable Data Printing

In a study sponsored by the United States Postal Service (USPS) and the American Association of Political Consultants (AAPC)

42 PERCENT of millennials prefer Direct Mail political ads over online ads. 40 PERCENT of millennials thoroughly read political mail. 78 PERCENT of millennials discuss political mail with others. 66 PERCENT of millennials are likely to research the candidate touted in political Direct Mail.

76-82 PERCENT find political mail “important” for state, local, and national races. 75 PERCENT use political mail as a reminder to vote. 57 PERCENT say political mail helps their decision on how to vote.

⭐⭐⭐⭐⭐
Get started with Variable Data Printing

Looking for help with your data? We’re always available.

Contact us today at www.imageprinting.com/contact