



**VARISPARK BUSINESS SOLUTIONS**

# Personalized Direct Mail Marketing

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Your clients expect relevant, personalized campaigns, and we can help you deliver through the power of variable data and on-demand, full-color digital printing.

At Varispark, we continually invest in new and better technologies — like our industry-leading Canon varioPRINT ix-series, multiple HP Indigo digital color presses, and a Canon VP i300 — to offer our partners the highest level of quality, accuracy, and speed. Short-run, on-demand printing means that even your smallest print jobs are handled quickly and look great.

We work with both design agencies and internal marketing teams to manage and execute direct mail campaigns from start to finish. Every direct mail marketing engagement with Varispark includes:

- ▶ **Data optimization and variable data programming to ensure that your direct mail is personalized and effective**
- ▶ **Complete production services right from our facility to ensure that your mailing goes out on time with the highest attention to detail**
- ▶ **Distribution to mail centers all over the continental U.S. for maximum postage savings and fastest in-home delivery**
- ▶ **Full mail tracking for verification of in-home delivery from the USPS®**
- ▶ **The option to expand your campaign into a fully integrated, omni-channel program**

## WHAT IS VARIABLE DATA PRINTING?



Variable data printing is a technology that helps make your marketing campaigns more relevant through the power of personalization.

Basic variable data printing is used to customize the name and address on each piece of mail, but it's not just text that can be personalized. We help you incorporate variable images, maps, QR codes, personalized URLs, layouts, fonts, colors, and more, creating a truly custom communication for every recipient — and increasing your response rate, too.

## WHY WE CARE ABOUT OPTIMIZATION

Effective personalized mail starts with good data. We'll clean up your databases for you, eliminating duplicate records and eradicating bad records. Our data optimization experts will guide you through:

- ▶ **Merge, purge, and de-duplication**
- ▶ **Data suppression**
- ▶ **Data appends**
- ▶ **Upper and lower casing**
- ▶ **New list creation based on your chosen demographics and geography, including optional email addresses and telephone appends**

Our goal is to make sure your marketing campaigns go to the right people with the right message and at the lowest rates possible. You'll be amazed at how a pristine database will improve deliverability and reduce costs.

## WHY WORK WITH USPS PROCESSING EXPERTS



We'll prepare your marketing pieces to get the maximum postage discounts and optimize your delivery using sophisticated, USPS-certified software. Our USPS areas of expertise include:

- ▶ **National Change of Address (NCOA)**
- ▶ **Coding Accuracy Support System (CASS™)**
- ▶ **Every Door Direct Mail® (EDDM®)**
- ▶ **Informed Delivery® integrated campaigns**
- ▶ **Presorting orders to ensure the lowest possible postage cost**
- ▶ **Drop shipping for optimum delivery and minimal cost**

## TAKE YOUR CAMPAIGNS FURTHER BY GOING OMNI-CHANNEL

Think outside the mailbox! We have a stack of digital tools that work WITH your print and direct mail programs to extend your reach and maximize your impact across channels. Work with us on all your omni-channel marketing campaigns, including:

- ▶ **Integrated Email Marketing** Send scheduled, personalized HTML and plain text email messages as part of your marketing workflows
- ▶ **Digital Advertising** Serve your audience highly targeted, consistent ads across channels and platforms with integrated Facebook ads, Instagram ads, and Google Ad display network retargeting
- ▶ **Interactive Campaigns** Leverage the USPS Informed Delivery program to generate digital impressions and deliver additional customer insights
- ▶ **Personalized URLs (PURLs)** Create targeted landing pages and individualized sales channels that can be dynamically assigned according to any variable in your marketing data
- ▶ **QR Codes** Bridge the gap between the physical and digital worlds with personalized QR codes that can be embedded in direct mail, packaging, marketing collateral, or emails
- ▶ **Microsites** Capture leads with unlimited personalized pages and mobile-ready forms



## WANT THE OPTION TO KICK OFF NEW PROJECTS ONLINE?

Varispark's OnSpark on-demand marketing storefront can be your one-stop digital command center for all your one-stop print, procurement, and distribution shop.

On-demand fulfillment is convenient, easy, fast, and cost-effective, and, best of all, everything stays on brand and consistent across all channels.

## Looking for an Expert Direct Mail Print Partner?

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Let's Talk



(469) 574-2600 | [www.varispark.com](http://www.varispark.com)