

# PS Personalize Your Message with Variable Information

## *Add a Personal Touch to Your Literature*

With digital printing, it is now possible to personalize the look and contents of your promotional documents. By varying text, graphics, barcodes or entire layouts based on customer information, you are able to tailor a variable message that speaks to the needs of

individual customers. Whether it's simply adding the consumers name to a message in a mailing, or changing pictures based on geographic information, personalized mailings improve response rates and revenue.

Select a photograph containing an image your customer has indicated an interest in.

Using variable data from your database, include bullet points that answer questions or targeted items of interest for each customer.

**Janice Dozier,**  
**Your dream vacation is within reach.**

**Barbados. The sound of surf, sand between your toes, the breeze in your hair... it's time to relax.**

On Travel the Globe beach packages, everything is included - luxurious accommodations, gourmet dining, ~~entertainment, supervised kids activities,~~ unlimited water park visits and an endless array of land and water sports.

Enjoy tennis, sailing, snorkeling and even scuba diving, along with spa treatments, state-of-the-art fitness centers, airport transfers, gratuities and more!

Our Barbados luxury beach package includes:

- \* Resort accommodations
- \* All meals, unlimited drinks and snacks
- \* All land and water sports including scuba diving
- \* Round trip airport/resort transfers
- \* Resort tax and service charges
- \* Entertainment and much more!

**Travel the Globe**  
Abbott Travel Services  
318 S. Main • Collinsville, UT 76941  
608-432-1748 • www.globaltravel.com

**Contact Jamison Kellogg**  
for all your travel arrangements.  
Jamison Kellogg, CTA  
(Certified Travel Agent)  
608-432-1748 or  
jkkellogg@globaltravel.com

Personalize your mailing by adding your customers name.

Write a headline about a subject you know appeals to your target audience.

Add a photo and contact information for your sales contact.

## *One-on-One Messages*

- Response rates to "targeted messaging" is 20% higher, increasing your revenue.
- Quick, cost effective method of personalizing your message with relevant information, using customer provided data.
- Increase readers' interest, retention and learning of facts.
- Personalization increases customer loyalty.
- Leverage the data you've collected.

## **So Many Applications**

Mailers • Contracts • Recruitment • Catalogs  
Training Manuals • Reply Cards • Postcards  
Announcements • Custom Posters • Certificates



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