# Variable Data Printing Guide

Variable data printing (VDP) is a form of personalized digital printing, including on-demand printing, in which elements such as text, graphics and images may be changed from one printed piece to the next, without stopping or slowing down the printing process and using information from a database or external file. For example, a set of personalized letters, each with the same basic layout, can be printed with a different name and address on each letter. Variable data printing is mainly used for direct marketing, customer relationship management, advertising, invoicing and applying addressing on selfmailers, brochures or postcard campaigns.

Variable data printing enables the mass customization of documents via digital print technology, as opposed to the 'mass-production' of a single document using offset lithography. Instead of producing 10,000 copies of a single document, delivering a single message to 10,000 customers, variable data printing could print 10,000 unique documents with customized messages for each customer.

Static vs Personalized Campaigns by Objective Response Rates
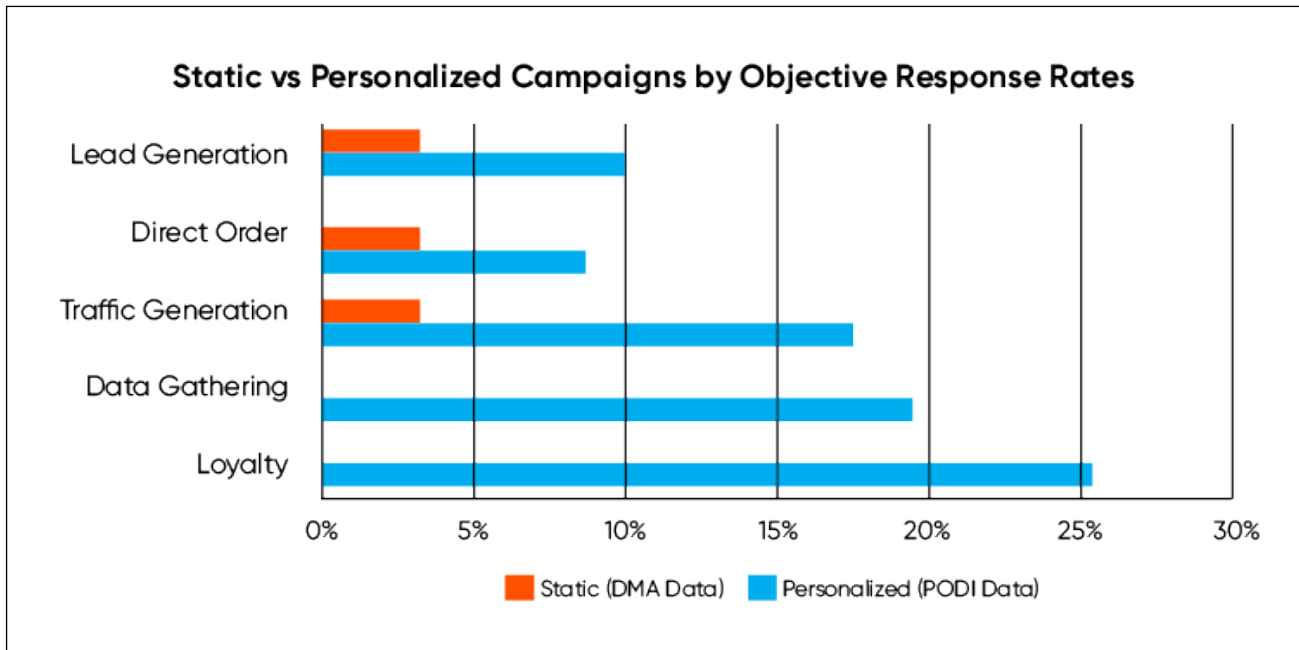
Factors Affecting Response Rates

- **List:** Does the mailing target the appropriate audience?
- **Message:** Is the copy effectively written, with the message tailored to the
- particular needs and desires of each audience segment? Does the copy use key emotional triggers?
- **Offer:** Is the offer compelling and relevant enough to make recipients respond?
- **Timing:** Will the recipients receive the message when he or she is ready to make a purchase or accept your offer?
- **Creative:** Does the creative support the communication goals? Does the design make it easy to follow the message? Do graphics vary by audience segment to help establish connections with relevant recipients?
- **Response mechanism:** Is the response mechanism easy to use and one with which the audience is comfortable? Have you provided multiple response mechanisms to accommodate your recipient and make it easy to respond?

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