



Marketing to an Audience of One
Variable Data Marketing



Variable data marketing—the bottom line

Recent studies and real-world projects have demonstrated that variable data marketing significantly increases response rates, often by 200% or more*. Higher response rates equate to lower cost-per-response and higher ROI—the fundamentals of successful marketing campaigns.

As common sense suggests, treating people like individuals, not like generic herds, is the most effective way to build, retain, and grow customer relationships.



Generate new leads

Old way: Prospecting for new customers doesn't usually rate very highly on the "fun scale." Cold calls, low-response generic mailings, and other low-yield strategies too often siphon limited energy and resources from more productive activities.

New way: With readily available demographic data, variable direct marketing immediately extends relevant and personalized introductions, creating opportunities for productive communication.



Acquire new buyers

Old way: How many opportunities are squandered between the time a prospect's interest is aroused and a follow-up is initiated?

New way: Custom-tailored follow-ups, offers, and incentives give prospects the information and motivation they need to act—before their interest fades.



Retain loyal customers

Old way: Too often, loyal customers get the same treatment as unproven prospects: generic mailings, impersonal telemarketing solicitations, etc., all of which have the effect of making customers feel like unappreciated commodities.

New way: Present customers with personalized attention and customized offers that reflect their purchasing histories and personalities, and they'll come back for more.



Grow existing relationships

Old way: Wouldn't it be nice to use that customer data for something more productive than stuffing filing cabinets?

New way: Sophisticated data analysis takes the guesswork out of up-selling and cross-selling, opening opportunities to offer compatible services and products to existing customers.