

Questions & answers about our new Variable Data Printing (VDP) program.

Static Direct Mail
Response Rate

1-3%

VDP Direct Mail
Response Rate

15-30%

Results of RIT study on
VDP direct mail response rates.

Question: What is Variable Data Printing (VDP)?

Answer: Variable Data Printing is cutting-edge technology that allows for fully customizable and personalized on demand printing.

Question: How does it work?

Answer: VDP utilizes your database to flow in customized information while a file is being printed on press.

Question: What can be customized?

Answer: It's limited only by imagination. You can change color, headline text, body copy, price points, and photos. You can even include such things as maps to show your customers how to get from their home to your location.

Question: What advantages does VDP offer over static printing?

Answer: VDP allows you to customize each piece on press so that it markets directly to each of your customers in a personalized way.

Question: Does VDP increase response rates?

Answer: YES! Dramatically. In some cases by up to 30%.

Question: How can I get started with a VDP marketing campaign?

Answer: Give us a call today at **717-724-8188**.

