

# Variable Data Print Direct Mail



*Effective & Efficient Direct Mail, Print & Integrated Media*

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# Project: Better Investing Variable Data Print Direct Mail Campaign

Market Focus: Existing Members

Business Applications: Direct Marketing

Applied techniques: Direct mail, variable data print

### Project Objectives

- Reduce number of employees involved in process
- Find more cost effective ways to produce statements, invoices and newsletters
- Reduce postage costs

### Results at a Glance

- Reduced staff cost by \$50,000 annually
- Postage saved: \$2,000-\$2,500 a month

## Project Description

Better Investing is a subscription-based investment group where moderate investors can join a club, pool funds and share tips and thoughts with one another on how to invest. Because it is a subscription-based membership organization, newsletters and membership renewals are sent out on a regular basis.

In the past, the client produced and mailed these using their in-house print shop. The financial crisis and other competitive alternatives have affected the organization's membership revenue, resulting in a need to reduce cost on all activities.

BI had 12 different versions of statements, membership requests, invoices, etc. that were mailed monthly. The quantities of each version varied. Some qualified for postal discounts, others didn't.

Better Investing contacted PrintComm to explore options for outsourcing and automating the production and mailing. BI Management looked at the costs associated with this process and realized that they could probably be produced more cost effectively.

The print specifications on the 12 different pieces were identical. Only the content and data varied from piece to piece. Marketing Impact developed an approach to aggregate the 12 mailings into two larger mailings. Variable data technology was employed which pulled the proper invoice/statement base and plugged in the appropriate personalized information and transactional data. Because the data files are larger, Marketing Impact is able to obtain automation postage discounts on all mailings and finer levels of sortation discounts.

Because of the changes implemented by PrintComm, Better Investing was able to lower their staffing costs by \$40,000-\$50,000 a year. In addition to that, they were also able to save upward of \$2,000 a month just in postage. Lead time decreased from weeks to days.

Better Investing is a perfect case for variable data print and they didn't even know it. Because they had the structure in place already as to who received which mailer, Marketing Impact only had to apply logic to the equation, print, and ship to save them thousands.



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