

## Intro Package 2008



# 1:1 Cross Media Marketing

Four programs that work together for lead generation



VDP Complete is the turn key marketing system that captures and cultivates sales leads using industry leading technology. The program develops a best prospects list with demographics and email addresses.

## System Components



Start with Profile Complete and any advertising channel to generate prospects with demographic data. Prospects can be driven to the web from virtually any media and then be identified and served personalized content. One reporting module tracks all your marketing, from print advertisements to phone calls, email, and web hits.



VDP Mail creates personalized 1:1 direct mail that utilizes the demographic and psychographic information created by Profile Complete. Increase response rates and improve ROI by using direct mail to target only those prospects that have already expressed interest in your product or service. Easily create an automatic lead generation program.



VDP Web provides a unique web address (PURL) that loads a personalized web page which captures the visitor, reinforces the call to action, and sends real time email alerts to your sales force. A detailed reporting module tracks every aspect of the campaign and is available online 24/7.



# Introduction to the VDP Complete<sup>®</sup> Program

Turnkey 1:1 Cross Media Marketing



## What is VDP Complete?

VDP Complete is an all inclusive cross media marketing system which combines Profile Complete<sup>™</sup>, VDP Mail<sup>®</sup> and VDP Web<sup>®</sup> personalized web pages into a complete prospecting program. VDP Complete captures and cultivates sales leads, building measurable results.

## What Does VDP Complete Include?

- A turn key campaign that includes a detailed a analysis to determine your best customer and prospect profile
- Expert marketing strategy development
- New prospect acquisition and list procurement
- Direct mail and web design and copy
- Web addresses and landing pages customized individually for every prospect
- Integrated unique 800# and email tracking
- Printing, postage, address sorting, and delivery
- Real time email alerts and detailed campaign reporting

## How are opt-in marketing & surveys incorporated?

When a prospect visits their personalized URL, a form is automatically populated that allows the visitor to opt-in for more information, join an email or newsletter distribution list, or take a survey. Because VDP Web has already identified the visitor, forms are pre-populated, minimizing the effort required by the prospect and improving response.

## What can I learn about my customers?

VDP Complete provides a full suite of data gathering and analysis tools. The system uses every touch point as an opportunity to gather more data on interested prospects. Profile Complete captures new leads from any marketing channel and provides demographic information by referencing national consumer databases. VDP Mail and VDP Web use that data as a basis to serve 1:1 marketing messages, solicit more information, and provide a measurable call to action. The combined result of this effort is a detailed marketing list.

## How is VDP Mail different?

Multiple pieces of differing designs are printed in any order and customized for each individual recipient. Vary the colors, graphics, web page URL, and offer on a case-by-case basis. In this way, direct mail, the web, and opt-in marketing are combined in one system. Targeted messaging improves response rates and increases Return on Investment (ROI) while keeping costs low.

## Why are multiple mailings important?

In order to build brand awareness, enter the sales cycle at the right time, and capture current sales opportunities, it is critical for your message to be seen when the prospect is looking. By targeting only the best leads on an ongoing basis, you increase the chance of being in front of the customer when they are ready.

## How much does VDP Complete cost?

The cost of a complete VDP Complete campaign (including analysis, list procurement, design, printing, postage, mailing, sorting, tracking, personalized web pages, the opt-in marketing platform, surveys, reporting, prospect information, downloads, and email sales alerts) varies by volume from only \$0.67 per piece.

## Can I coordinate all my advertising?

Absolutely. VDP Complete can provide unique URLs, personalized web content, email, and 800# tracking, for virtually any marketing channel. We can work with all the partners in your marketing plan to bring maximum exposure and response to your message.

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Combine the power of variable data,  
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# Profile Complete™

1:1 Cross Media Marketing With Real Time Personalization



Profile Complete is the first step in the VDP Complete® marketing system. This program provides instant personalization and one to one marketing for website visitors. Prospects can be driven to the web from virtually any channel and then be identified and served personalized content. One reporting module tracks all your marketing from print advertisements to phone calls, email, and web hits.

Drive prospects to the web  
using any media channel.



Profile Complete identifies  
prospect, serves personalized  
content and compiles data.



VDP Web creates detailed reports  
and conducts automatic follow up.



## Unique Web Content

Profile Complete provides instant 1 to 1 variable data marketing for web site visitors. The system conducts a real time match with the national consumer database and immediately provides personalized content to an individual based on their profile. Profile Complete is perfect for cross media applications because it provides a mechanism to measure and track web traffic that is generated from any marketing channel.

1 Customer receives invitation to visit the web

For personal offers just type: [vip.yourcompany.com/First.LastName](http://vip.yourcompany.com/First.LastName)



2 Customer accesses web site and is asked for zip code

Welcome, John!

To confirm offer availability, please enter your Zip Code:

3 Customer identified and delivered  
personalized web content in real time.



## Program Benefits

- Track the effectiveness of various marketing channels simultaneously
- Capture detailed demographics on interested visitors
- Create a list of warm leads from a broad universe of potential customers
- Serve highly personal and relevant content in real time
- Conduct follow on communications automatically
- Track results from all your campaigns on one platform
- Create and maintain a detailed customer database with critical demographic information
- Build brand loyalty, capitalize on cross-sell and up-sell opportunities

## Targeted Follow Up

By using the demographic profile created by the web visit, highly relevant personal offers featuring unique copy and art can be automatically generated. Depending on your sales model, you can send direct mail, email, or call the prospect.

## Metrics and Reporting

For every identified visitor, an instant email alert will be sent to the sales force for immediate follow up. All data is stored for download on demand. A dashboard and detailed reporting module is available online 24/7 to track the results of each campaign.

# VDP Mail<sup>®</sup> Overview

The right message. The right customer. The right time.



## Traditional Marketing vs. VDP Mail

"Spray and pray"	➔	Highly targeted recipients
One message for all prospects	➔	Message tailored to each individual prospect
One fit and feel for all recipients	➔	Customized art and design for each demographic
No reliable way to track responses based on each individual piece so no way to judge success	➔	Accurate response tracking by campaign - see trends early and respond
No way to track recipient interest unless there is a purchase or phone call made	➔	Ability to track leads that did not buy or request information
Limited or difficult multi-channel integration	➔	Seamless web and direct mail integration
No specific web page for each recipient	➔	Recipient specific web pages with "opt-in" marketing

## Sample Card



Be certain that your direct mail piece is the one that is going to cut through daily advertising clutter.

## VDP Mail Components

Analysis & Name Procurement

Campaign & Web Design

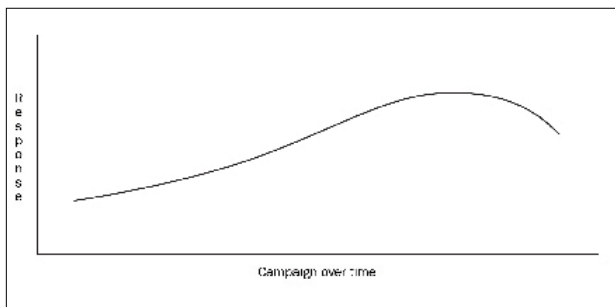
Variable Data Direct Mail

Build Opt-in & Email Lists

Unique URLs Identify Visitors

Reporting on Demand

## The Value of Repeat Mailings



## What's Included?

	VDP	Traditional Direct Mail
Complete Project Management	✓	
Analysis of existing business	✓	
Locate prospects and purchase mailing lists	✓	
Campaign strategy copywriting & message	✓	
Print design (creative, photo, art, graphic, layout)	✓	?
Web design & hosting from unique URLs	✓	
Printing	✓	✓
Postage, sorting, delivery to post office	✓	✓
Personalized web pages that support direct mail offers	✓	
Real time email sales alert	✓	
Detailed reporting on demand	✓	
Build a "best prospects" list with opt-in marketing	✓	

# VDP Web® Unique URL Module

The right message. The right customer. The right time.



## Unique URLs and Personalized Web Pages

As either a stand alone process or as an additional element, unique web addresses and home pages are easily incorporated into any marketing campaign. Each prospect can receive a customized offer tailored with variable text and graphics which features a personalized web page address. This web address can use real time personalization to look up a visitor from a national consumer database. Alternatively, a known visitor who has responded to a PURL will receive a unique web page based on their known demographics

The challenge with traditional campaigns featuring a web site has been the inability to know which particular recipient looked online but never made additional contact. These potential customers remain anonymous unless there is a method to capture their information. Unique URL tracking per prospect overcomes this challenge.

VDP Web captures each web visitor even if they take no action. The web copy may contain an incentive to drive response or there can be a survey or opt-in.

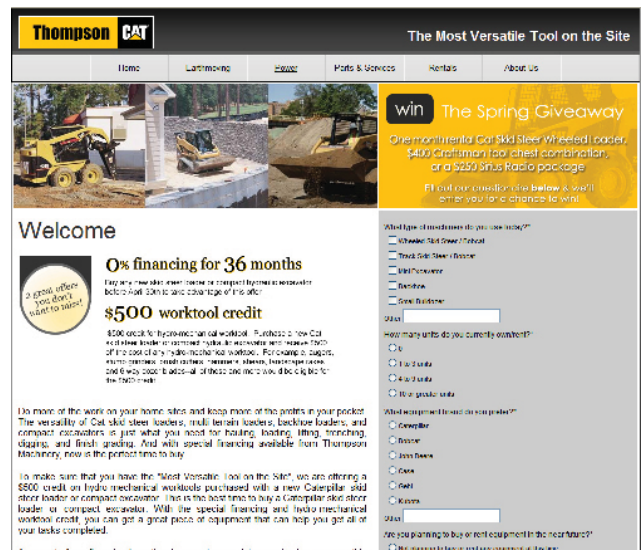
For every solid response, four to seven prospects visit the web to learn more. VDP Web identifies them.

## VDP Web Program Benefits

- Know which particular consumers visited the website in response to which particular campaign
- Easy A/B split testing with a larger data set
- Automatically trigger follow on marketing
- Collect valuable behavioral information
- Add interest and excitement with variable offers based on the consumer's level of participation
- Develop an "A" list of consumers with a high level of interest in the product
- Build brand loyalty by keeping the right level of contact with the customers most likely to buy
- Track which offers motivated which consumers to action
- Offer an additional portal to existing online content or to cross sell additional lines

## Landing Pages with Opt-in Marketing & Surveys

The unique web address loads a personalized web page and features an automatically populated opt-in marketing form, survey, or registration.



## Email Sales Alerts & Reports

Our database captures the information of each visitor, adding a new layer of "soft response" tracking and detailed reporting. Real time email alerts identify those recipients who read the piece and showed interest.



# Increasing Direct Mail Effectiveness

Individual content. Personalized web tracking. Opt-in marketing.



## The Right Message

Our detailed analysis allows the customer to be targeted with the right message. Variable data allows you to cost-effectively send multiple versions of the same mailing that are tailored to selected demographics of each recipient.

## The Right Customer

The VDP Complete® methodology begins with a detailed data analysis of current and potential customers. The result of the review is a highly targeted list of recipients for individually customized direct mail campaigns.

## The Right Time

VDP Complete analyzes your sales cycle and creates a direct mail campaign to support it. Proper repetition is the key. One to one marketing makes it cost effective to target both existing customers and prospects with custom mail pieces.



## VDP Complete Program Results

- Creates unique web pages (URL's) for each prospect that drive improved response and are an ideal platform for opt-in marketing & surveys
- Analyzes house file (database) for hidden opportunities based on key demographics
- Provides direct mail communications specifically tailored to each individual recipient based on key demographics
- Increases sales effectiveness, decreases effort, improved response rates and yields higher Returns on Investment (ROI) from the marketing budget.

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## VDP Complete Program Components

Our experts and partners will execute each step of the VDP Complete program. Your marketing campaign can include all of the following components.

- Comprehensive needs analysis
- Detailed database review for identification of demographic information, existing sales opportunities, and additional information requirements
- New customer development process
- Coordinated direct campaign design and testing
- Graphic arts and message design and testing
- Special offer development design and testing
- Direct mail campaign execution
- Integrated unique 800# and email tracking
- Unique customer response tracking
- Customized customer web pages (unique URLs)
- Customized reporting and email alerts
- Automatically populated opt-in marketing forms
- Robust survey functionality

# The Latest Marketing Technology

Mail pieces specifically designed for individual recipients



## Data and Demographics

Information on your best customers holds the key to the VDP Complete® program. We can extrapolate which types of people are most likely to respond and procure the right contacts. Even if your direct marketing efforts are starting from scratch, we can build a program using real time personalization and industry benchmarks to create a vibrant campaign.

## Three Critical Advances in Marketing

Using Variable Data Printing (VDP) and our analysis methodology, a VDP Complete campaign makes three critical advances in marketing:

- Content is served with individually crafted art and messaging based on the recipient's demographics
- Cost effective testing of message and format is readily available to determine which formats give the best response rate
- Each piece features a unique web address that leads prospects to a custom home page with automatically populated opt-in forms

## Dynamic Personalized Web Pages

Each recipient of VDP Mail® will be prominently offered the use of a personalized web address to respond to the call to action. These pages artfully solicit additional demographic information (such as an email address) and commitment by enticing recipients to ask for a web account or other offer. The VDP Web® will record and report all visits to these pages even if no other action is taken by the prospect.

## Opt-in / Permission Based Marketing & Surveys

Included in the VDP Complete marketing methodology is the perfect platform for developing a powerful online tool for opt-in marketing. When prospects visit their personalized web pages they will find an automatically populated form inviting them to join a newsletter, take a survey, or open a web account. This data is collected and is available to you online and on demand. Prospects who are part of permission based marketing efforts can receive additional information and solicitations.



*They may need the same product or service, but why send each of these recipients the same piece? Get better results with highly targeted, custom mail and web addresses.*

## Reporting and Automatic Follow Up

The VDP Complete system performs detailed analytics on the results of campaigns to trigger manual and automatic action items. Recipients who visit the web can be targeted with follow up mail, email, or telemarketing based on what pages they visited and what level of interest they displayed at various offers. Respondents can be separated into various groups based on their interest level and targeted accordingly.

## Multi-media Coordination

The VDP Complete system can easily coordinate mailings with other marketing messages. Our back-end systems allow you to add unique web addresses to any marketing media so you can see exactly where your responses are coming from. Respondents to opt-in marketing can be added to electronic or printed newsletter campaigns designed to build brand awareness and increase loyalty.





# VDP Complete® Campaign Design

The right message. The right customer. The right time.



## Piece Composition

The standard VDP Mail® piece consists of a full bleed, four-color, heavy weight postcard. The front panel contains a customized offer tailored to the recipient with variable text and graphics, as well as a personalized web page address. The back holds the address panel and additional elements designed to capture the attention of the recipient.

## Copy

The copy for a VDP Complete program can remain static or change depending on the needs of the campaign. We can send each recipient customized offers with dynamic text based on their particular demographics and other information.



## Art & Design

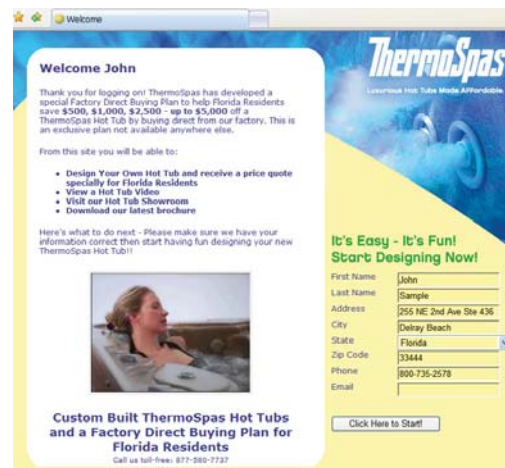
Our design experts carefully select the best images to capture the attention of the target audience. Artwork can vary to match the offer or the demographic profile of each recipient.

## Using the Web to Support Direct Mail

Each recipient's direct mail piece prominently features a personalized web address. Because the web address is unique to the individual, VDP Web® captures each visit and will email instant sales alerts to your staff.

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