

Variable Data Printing Information from Rescigno's Mailing Solutions

When we look at the direct mail industry we see that the fastest growing area is VDP because it has the greatest return on investment.

Variable Data offers:

- Increased Response Rates
- Higher Sales Conversion Rates
- Improved Campaign ROI

The average response rate for a static direct mail piece today is .5%, but when we personalize that piece, the response increases to 3% - 4%. Target your mail and get a better response. This is the way of the future. (DScoop Conference, Dallas Texas 2010)

Example:

$2,500 \times .5\% = 12.5$ responses

$2,500 \times 3\% = 75$ responses

$5,000 \times .5\% = 25$ responses

$5,000 \times 3\% = 150$ responses

$10,000 \times .5\% = 50$ responses

$10,000 \times 3\% = 300$ responses

The question should not be how many can we mail within our budget. The question should be how many do we have to mail in order to achieve the desired results. Personalizing your piece will get you higher response rates. The desired result is always a better response!

Call us for more information today at 708-974-2600 x 104.