

EXAMPLES OF VARIABLE DATA USAGE

DIAGRAMS ARE FOR ILLUSTRATIVE PURPOSES ONLY

PELHUGHES
REAL MARKETING SOLUTIONS



WWW.PELHUGHES.COM



NOTES

Uniquely message to each individual recipient's needs. Create a loyalty program, or optimize the one you have.

Variable data:

1. Recipient name
2. Birthday month
3. Background color
4. Product type
5. Discount
6. Offer details

QUESTIONS?

LET'S TALK
800-253-0249

Give us a call

EXAMPLES OF VARIABLE DATA USAGE

USE THE DATA YOU'VE GOT TO GENERATE EVEN MORE DATA

DIAGRAMS ARE FOR ILLUSTRATIVE PURPOSES ONLY

1
Imagine a brand new warehouse for Worldwide Widgets.

2

3
Just 2.71 miles
from where you're sitting right now.

4
2760 N. Germantown Pkwy.

5

Jack Bristol
Commercial Real Estate

This advertisement features a blue background with a white building icon. A yellow arrow points from the right towards the building icon. The text is arranged in a numbered list: 1. Product type, 2. Recipient's company name, 3. Driving distance, 4. Product photo, and 5. Map. The map shows a route from a starting point to the warehouse location.

1
Imagine a brand new office for Health Services, Inc.

2

3
Just 3.56 miles
from where you're sitting right now.

4
4674 Merchants Park Cir #432

5

Jack Bristol
Commercial Real Estate

This advertisement features a blue background with a white building icon. A yellow arrow points from the right towards the building icon. The text is arranged in a numbered list: 1. Product type, 2. Recipient's company name, 3. Driving distance, 4. Product photo, and 5. Map. The map shows a route from a starting point to the office location.

NOTES

If you've got addresses, for example, you can leverage web mapping data to create geography- or proximity-oriented messages.

Variable data:

1. Product type
2. Recipient's company name
3. Driving distance
4. Product photo
5. Map

QUESTIONS?

LET'S TALK
800-253-0249

Give us a call

EXAMPLES OF VARIABLE DATA USAGE

CUSTOMIZE THE CROSS-SELL, LEARN MORE ABOUT YOUR CUSTOMERS

DIAGRAMS ARE FOR ILLUSTRATIVE PURPOSES ONLY



NOTES

Match offers to your customer's past purchase behavior and use personalized URLs to gather even more data.

Variable data:

1. Recipient name
2. Favorite product
3. Cross-sell
4. Product image
5. PURL

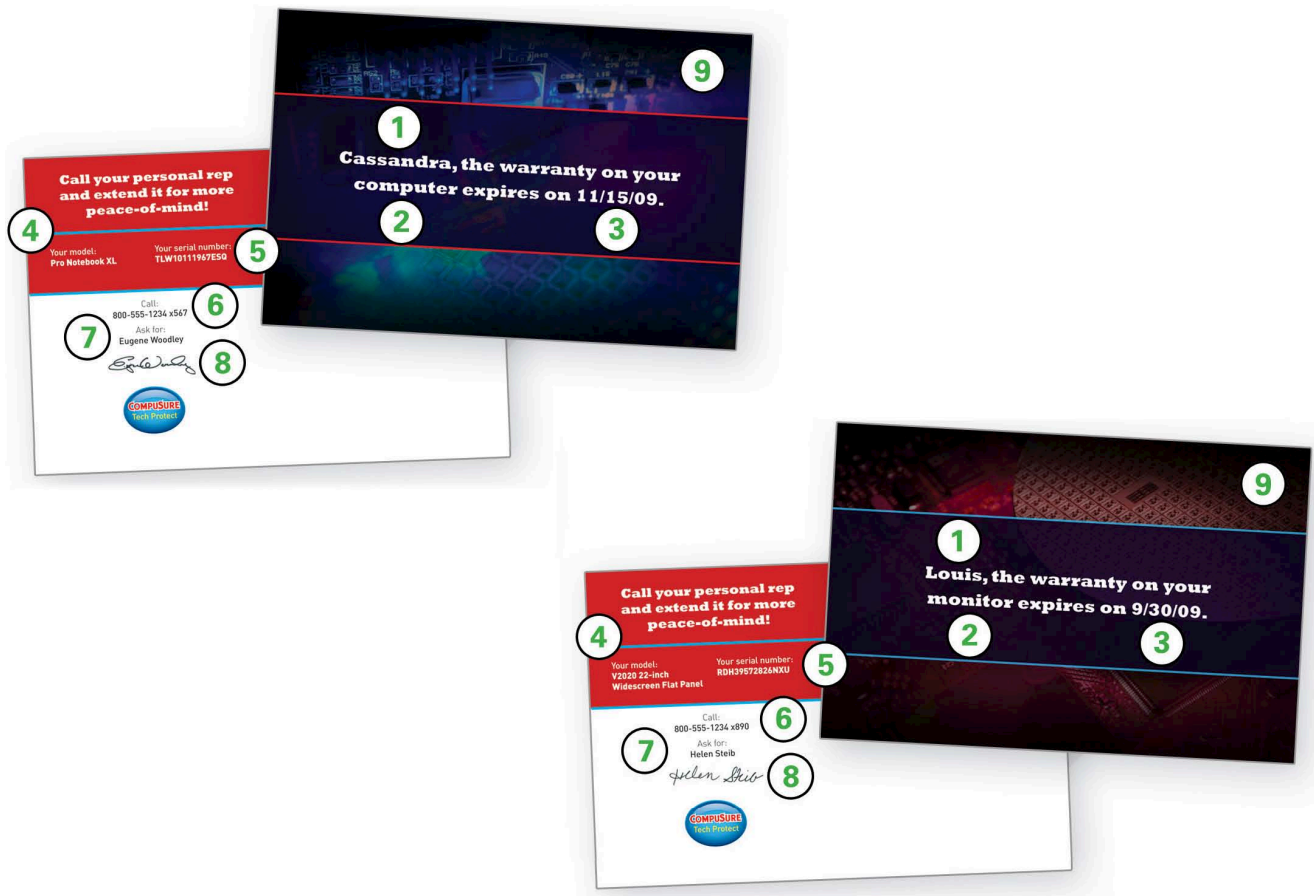
QUESTIONS?

LET'S TALK
800-253-0249

Give us a call

EXAMPLES OF VARIABLE DATA USAGE MAKE CUSTOMER SERVICE EVEN MORE CUSTOMER-FRIENDLY

DIAGRAMS ARE FOR ILLUSTRATIVE PURPOSES ONLY



NOTES

You can vary each piece's content 100% — so you provide the most personalized experience, even when you're not in person.

Variable data:

1. Recipient name
2. Product type
3. Expiration date
4. Model number
5. Serial number
6. Phone/extension number
7. Rep name
8. Rep signature
9. Background image

QUESTIONS?

LET'S TALK
800-253-0249

Give us a call

EXAMPLES OF VARIABLE DATA USAGE PERSONALIZE THEIR OFFER AND REWARD THEIR LOYALTY

DIAGRAMS ARE FOR ILLUSTRATIVE PURPOSES ONLY



NOTES

Uniquely message to each individual recipient's needs. Create a loyalty program, or optimize the one you have.

Variable data:

1. Recipient name
2. Total offer value
3. Number of coupons
4. Discount
5. Offer details

QUESTIONS?

LET'S TALK
800-253-0249

Give us a call

EXAMPLES OF VARIABLE DATA USAGE

USE THE DATA YOU'VE GOT TO GENERATE EVEN MORE DATA

DIAGRAMS ARE FOR ILLUSTRATIVE PURPOSES ONLY



NOTES

If you've got addresses, for example, you can leverage web mapping data to create geography- or proximity-oriented messages.

Variable data:

1. Recipient initials
2. Recipient's name
3. Drive time
4. Address
5. Phone number
6. Map

QUESTIONS?

LET'S TALK
800-253-0249

Give us a call

EXAMPLES OF VARIABLE DATA USAGE CUSTOMIZE THE CROSS-SELL, LEARN MORE ABOUT YOUR CUSTOMERS

DIAGRAMS ARE FOR ILLUSTRATIVE PURPOSES ONLY



NOTES

Match offers to your customer's past purchase behavior and use personalized URLs to gather even more data.

Variable data:

1. Recipient name
2. Customer category
3. Customer need
4. Background image
5. Customer need
6. PURL
7. Division

QUESTIONS?

LET'S TALK
800-253-0249

Give us a call

EXAMPLES OF VARIABLE DATA USAGE MAKE CUSTOMER SERVICE EVEN MORE CUSTOMER-FRIENDLY

DIAGRAMS ARE FOR ILLUSTRATIVE PURPOSES ONLY



NOTES

You can vary each piece's content 100% — so you provide the most personalized experience, even when you're not in person.

Variable data:

1. Recipient name
2. Customer name
3. Product category
4. Product image
5. Sales rep name
6. Sales rep photo
7. Background image
8. Discount

QUESTIONS?

LET'S TALK
800-253-0249

Give us a call

PELHUGHES

REAL MARKETING SOLUTIONS

QUESTIONS?

LET'S TALK
800-253-0249



Give us a call

WWW.PELHUGHES.COM