

Strategic Marketing: Variable Data

Did you know that 37% of all people read their mail over the garbage can? We've all done it... thrown a letter, a magazine or a pamphlet in the trash without even opening it.

It's a fact, the best mailing campaign is often a postcard— already open, its unique size sets it apart from the rest of your mail.

Personalize it with a name and other information you pull from your database, and increase your response rate. We hear reports of an increase from a 2% response rate to a 10% with the use of variable data (also known as mail merge).

There are three basic types of mailing lists.

- **In-house List:** This is the best list, pulled from your internal database and, in addition to name and address, contains the information you have determined to be most pertinent, such as membership category, personal interests, past orders, company size, education, training and so on. Make your message personalized and targeted!
- **Subscription List:** These lists are purchased or “rented” from companies that sell mailing lists. Often the best means to target certain demographics, this is an effective way to expand your target audience.
- **Compiled List:** This type of list is keyed in from a printed source, such as the local Yellow or White Pages, a membership directory, etc. It contains little personal information, usually just name and address, although this list can be successful to target a specific neighborhood or geographic area.

Money and Time Saving Tips:

- Bulk rate mail usually arrives within 5-7 days and is substantially less expensive. Your Tandem CSR can help you determine how much. (Not-for-profit mail saves even more!)
- CASS Certification (Coding Accuracy Support System) runs your mailing list through a computer program that standardizes city names, address abbreviations, and adds extensions to ZIP codes (+3 or +4) qualifying you for a lower postage rate.
- Send us your Excel or Filemaker Pro file early to test while the design part of the project is still in process.
- Postal regulations vary between First Class, Bulk and Pre-Sort regarding placement of copy in relation to address information, address format, indicia format, card dimensions and paper weight. Your Tandem CSR can help guide you to determine the best size for your project.
- In fact, consider using our in-house design services to get you a postcard with impact!

With the Can-Spam Act of 2003, the do-not-call telemarketing list, and upcoming fax legislation, direct mail is more important than ever. It also means that you have more competition than ever. Your mailing list is a gold mine. Tandem is poised to help you with design through production of your variable data postcards and mailers. We want to make you look good! †

A well designed postcard just might be your best marketing campaign.