



## VARIABLE INFORMATION PRINTING YIELDS DRAMATIC BENEFITS, AGAIN!

# 20% extra revenue through personalization

MidLantic Marketing Solutions, Inc. provides marketing, communication and software solutions out of Daytona Beach, Florida. "When a company that sells service reminders to automotive dealerships turned to MidLantic Marketing to help them execute effective campaigns, MidLantic Marketing turned to PrintShop Mail to get the job done."

Each month, MidLantic Marketing personalizes over 40,000 postcards for over 75 dealership locations throughout the southeastern United States.

Full-color shells are pre-printed, then fully personalized using PrintShop Mail. MidLantic is able to manage the hundreds of logos and coupon offers that make up this highly targeted communications pieces using PrintShop Mail. And the targeted messages get results!

The 8.5" x 5.5" postcards generate a 28 percent average response rate! The dealership databases contain extensive information about the customer and each record key coded by dealership location.

MidLantic uses customers information such as car make and model, as well as service history, including last service date and the specific service performed to develop offers that are targeted specifically to each customer.

A customer driving a brand new car receives a very different offer from a customer with a five-year-old vehicle. MidLantic also uses information such as the type of service last provided and date it was performed to further tailor coupon offers.

For example, a customer who was in the dealership for an oil change four months ago, might receive a \$2 off coupon, compared to the customer who was in six months ago, who will receive a more attractive offer to get them back into the dealership. This strategy to keep customers coming into the dealership, building a long term relationship that brings them back into that dealership when they're ready to purchase a new car.

"The percentage of jobs run on our laser printer went from 10% to 70% since we started using PrintShop Mail a year and a half ago," states Ken Bradley, Marketing Director for MidLantic Marketing. "We generate about two million personalized printed pieces per month using PrintShop Mail, and as we learned to utilize its features to create large economies of scale, we increased our sales revenue by 20%, while lowering production costs by 40%. The translation is a true "win-win" business scenario for us and our customers."

