

**VARIABLE INFORMATION PRINTING YIELDS DRAMATIC BENEFITS, AGAIN!****Personalized printing is a powerful way of improving your communication to customers.**

Kotkaset is a commercial printer in Helsinki, Finland, that has been involved in digital printing since 1995. Since then, they have printed full color brochures for mailings by one of their customers, the Töölön Matkatoimisto Travel Agency. But, the effect of these mailings has been minimal.

Then, Kotkaset advised them to personalize their mailings. The travel agency decided to put this advise to the test, and find out for themselves exactly what benefits personalization would bring. "Together with this travel agency we drafted a mailing campaign," explains Mauri Reinilä, managing director of Kotkaset, "and divided the targeted recipients in three groups. One group of 2,000 recipients would get the traditional mass mailing, with an address-only label. The second group, consisting of 1,000 people, received the same brochure, but it was personalized with names and addresses. Then we did a truly personalized mailing to only a small group of 100 people, with variable text and images. We used customer information, such as sex, postal code, occupation, and past buying behavior."

"Our goal was to achieve a 10% increase in sales for the third group" adds Reinilä. "According to existing research studies, we would see distinct differences in response from these groups. We were curious to see the results."

The three mail shots generated respectively a 1.6%, 4%, and 47% increase in sales. Mauri Reinilä explains: "This was much more than we expected. It turned out that the third group generated almost triple the sales compared to the first and second group combined!" Reinilä concludes: "We were impressed by the personalization results, which was made possible by using PrintShop Mail. And, of course, our customer was impressed as well. That is good for my business as well!"

Variable information printing is fast turning out to be the main advantage of digital printing. Why? Because you can deliver a much more personal and targeted message, that is attuned to the customer's situation. Personalized printing is a powerful way of improving your communication to customers. Most of all, it shows that you pay special attention to each individual customer. That is true personal communication. Do you know a better way to communicate through printing?

