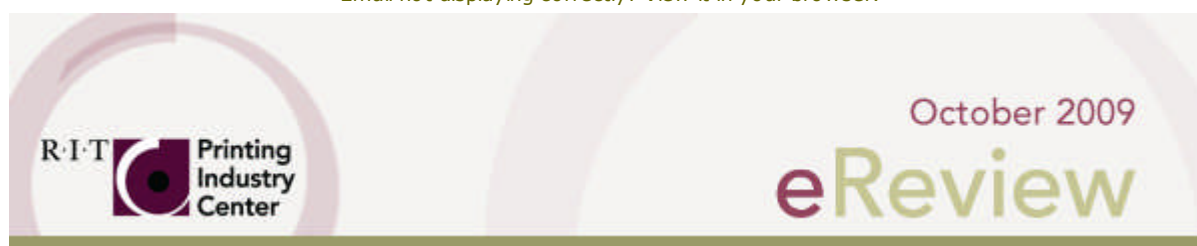


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Center Spotlight



Industry Education & Training

RIT provides training in both traditional and digital technologies using world renowned instructors, comprehensive prepress and press labs, and state-of-the-art imaging facilities.

Our programs and services can help your organization make the most profitable use of new technologies, enhance productivity, boost customer satisfaction and produce a healthy bottom line.

Upcoming industry education programs include:

🕒 **October 20, 2-3 pm EST**
[WEBINAR: Process Control in the Printing Industry](#)

🕒 **November 3, 2-3 pm EST**
[WEBINAR: Variable Data Printing: How Far Have We Come?](#)

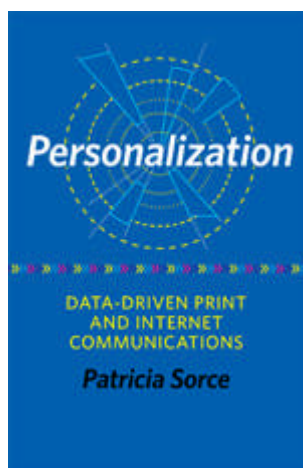
🕒 **November 16 - 18**
[Predictable Color Proofing and Printing](#)

🕒 **November 17 - 20**
[Printing Process Identification and Image Analysis for Forensic Document Examiners](#)

🕒 **November 17 - 20**

Book Preview:

Personalization: Data-Driven Print and Internet Communications



This month's eReview is an overview of the new book *Personalization: Data-Driven Print and Internet Communications* by Center Director [Dr. Patricia Sorce](#).

"The premise of this book is that **marketing firms can improve the results of their campaigns by eliminating the waste of unwanted advertising through the use of relevant, personalized promotional**

materials using the latest database and media technologies. Personally relevant marketing communications that are perceived as worthwhile by the receiver will reduce waste in both marketing budgets and environmental resources."

Personalization should be of interest to anyone who works in marketing, as well as printers who are looking to find ways to better educate their customers on the benefits and value of personalization. **The book also includes case studies—real-world examples of how companies have put the power of personalization to work for them—that can offer ideas and strategies for marketers and salespeople looking to use or sell personalized communications.**

Included below are the [table of contents](#), [chapter excerpts](#), and [advance industry praise](#) for *Personalization*.

The **RIT Cary Graphic Arts Press** is currently accepting pre-orders for *Personalization*. Pricing is as follows:

- **Regular orders (1-9 copies):** \$18.00 USD each - [visit the Cary Press website.](#)
- **Bulk orders (10+ copies):** \$10.80 USD each - [fill out the form available here \(PDF, 176 KB\)](#) and fax or

Matching Proof and Press

For more information on these and other programs, or to register for any of these programs, visit

printlab.rit.edu



Print in the Mix

Print in the Mix is "a unique site demonstrating the role of print as a viable information medium in the marketing mix." This **free** resource is published by the Printing Industry Center.

Sample Fast Fact:

New research from Pitney Bowes Inc. finds that **print direct mail is the key for colleges and universities trying to engage and inform alumni and obtain donations.** Alumni have a **strong preference for direct mail (54%) versus e-mail (23%)** as a communications channel when it comes to being contacted about gifts and donations by their college or university.

[Read the full fast fact here.](#)

Have you visited **Print in the Mix** yet? Find out how this site can help you 'make the case' for print!

printinthemix.rit.edu

Funded by The Print Council

About the eReview

The *eReview* is a monthly publication of the Printing Industry Center at RIT for registered Affiliate companies. Articles are also published in the quarterly printed publication *PrintReview*.

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mail to the Cary Press as indicated on the form.

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Chapter Excerpts

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About the Center

Dedicated to the study of major business environment influences in the printing industry precipitated by new technologies and societal changes, the Printing Industry Center at RIT addresses the concerns of the printing industry through educational outreach and research initiatives.

Support for the Center comes from:

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Chapter 2: Personalized Marketing Communications in the Integrated Media World

We have already seen that, in the marketing planning process, selecting the actual media to be used can be one of the last considerations the marketing manager or advertising agency will make. If a print services provider wants to get a piece of the marketing promotion budget, he or she must understand:

- who the decision makers are,
- what their role will be in the promotion planning process,
- the marketing objectives of the campaign, and
- how print will be able to deliver the firm's objectives of building awareness, generating leads, or getting an order in a cost-effective way.

As noted above, marketing executives can plan and implement advertising campaigns themselves or they can pay for the help of advertising agencies, media planners, or media services providers. This chapter examines the typical services provided by advertising agencies and documents trends in advertising media expenditures within the last few years. Next, it discusses the media decisions that marketing executives have historically been responsible for. Finally, it looks at current research on how printed advertising effectiveness compares with other media.

Chapter 4: Personalization Strategies for Customer Development

As noted above, demand generation or acquiring a new customer involves building awareness, inducing trial or inquiry, and motivating a prospective customer's first purchase. This is often accomplished via the use of mass communications to solicit leads or responses by interested parties. Since not much is known about a prospect, simple forms of personalization are required. Retaining customers, on the other hand, can be facilitated by personalized communications that are sent in response to customer behavior as the firm tries to move the customer towards higher levels of commitment to its brand. Since more is known about an existing customer, more complex messages can be integrated into the personalized communications to make offers more relevant and to help build a dialogue.

Four categories of personalized communication tactics are presented below, from the lowest level of complexity (versioning) to the highest (fully customized communications). ... Table 4.2 links these four personalization levels with the marketing objectives of acquisition and retention described earlier in this chapter.

Table 4.2 Levels of personalization and the typical marketing

Scripps Howard Foundation
 U.S. Government Printing
 Office
 VIGC
 Xerox Corporation

objectives ([click to view full-size image](#))

LEVEL OF PERSONALIZATION	MARKETING OBJECTIVE	EXAMPLES
VERSIONING	ACQUIRE	One version of a gardening catalog is sent to households in the Northeast and another is sent to households in the Southwest.
MAIL MERGE	ACQUIRE	A new music store buys a mailing list of local households compiled from people who subscribe to a music magazine. All households on the list get a postcard announcing the opening of the store (event notification).
TRANSACTION/TRANSPROMOTIONAL	RETAIN	A phone company sends an email suggesting that a customer move up to a new plan based on prior calling history.
FULLY CUSTOMIZED COMMUNICATIONS	RETAIN	A customized mailing is created based on past purchases and predictions of what new needs for similar or related items will arise. For automobile dealers, information about a new model of a leased car is sent to those whose lease is expiring soon (repurchase reminder). Or, a catalog retailer sends a notice of overstocks on the type of recreational equipment purchased by recipient.

Chapter 9: The Intelligent Use of Personalization

The purpose of this final chapter is to address the likely questions that top management will ask of communications consultants who want to sell personalized marketing communication to a firm that has never used it before. First, can the communications consultant demonstrate unequivocally that the program will improve the bottom line? Second, will these programs grow long-term customer value? Let's examine the evidence in the public domain.

Evidence for the Assumptions

First, has it been proven that response rates go up when a company uses personalized advertising? The short answer is "Yes." The most convincing research regarding the difference between personalized and static mailings comes from studies that use experimental methods (that is, that include both experimental and control groups). In a 2004 report from PIA/GATF's Digital Printing Council (DPC), the response rate for personalized color direct mail campaigns ranged from 6% to 75%, with an average of 21%. The response rates were, on average, 5.6 times higher for personalized color versions than for simple mail-merge applications.

For example, a German utility firm mailed a personalized brochure to one sample of customers and a generic brochure to a second sample. In both mailings, the brochure described the benefits of a new energy savings program, but the personalized brochure included the estimated energy savings for each household based on its own particular history of energy use. The average inquiry rate for the personalized brochure was 6.3%, versus only 2.4% for the generic brochure. The personalized mailing delivered a significantly higher response rate than the generic one.

Advance Industry Praise

"In a world where marketers are trying to cut through the media clutter and reach consumers, Dr. Sorce's book does an excellent job of explaining the importance of delivering a relevant message . . . and blends case histories with critical business concepts to educate the market on both how and why companies need customized communications solutions that have measurable results."

— **Barbara Pellow, InfoTrends**

"As a printer trying to assess our strategy in the variable data market, this book was a superb reference in helping our group understand key concepts."

— **Lem Richards, Digital Marketing and Print Solutions**

Order *Personalization* Today!

Personalization is available from [the RIT Cary Graphic Arts Press](#) for \$18 USD.

For 10 or more copies (bulk orders), [please fill out the form available here \(PDF, 176 KB\)](#) and fax or mail to the Cary Press as indicated on the form.

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