

## C • POINT MARKETING



*“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”*

Buckminster Fuller

**One-to-one variable data enhances your mailing campaign with personalized images, information, colors and targeted messages.**

**Target your audience specifically using the criteria from your mailing list, your pre-approved base art, and your imagination. You will see results!**

### **Speak directly to your customer.**

With the advent of Do Not Call legislation, direct mailings have increased significantly. This means many companies are competing daily for consumer attention. Consumers are so overloaded, it takes something truly unique to grab and hold their attention.

- A mailing campaign which addresses a person by name achieves a higher response.
- Full personalization with image swapping and variable copy allows you to speak one-on-one with your audience.
- We can help you design variables that create a better response.

### **Enhance your response by utilizing the criteria of your list.**

- Separate mailings and message by gender, age, and location.
- Arrange your list to drop in different quantities and areas.
- Limit your database choices by using list suppression information.

### **Emphasize your message using unique printing techniques.**

- Many eye-catching options are available from our unique, diverse production facility.
- Coat mail pieces with high gloss, durable U.V. coating, and die-cut mail pieces into unusual shapes
- Add elegance with foil stamping and much more.

These are details proven to get you noticed and grab critical customer attention.

*C-Point Marketing gives you more and better choices to maximize your ROI. Whether you use C-Point Marketing as your stand-alone commercial printer, in conjunction with your e-procurement OrderWeb site, or with our powerful CyclePoint Solution, C-Point Marketing offers you efficiency and affordability.*

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