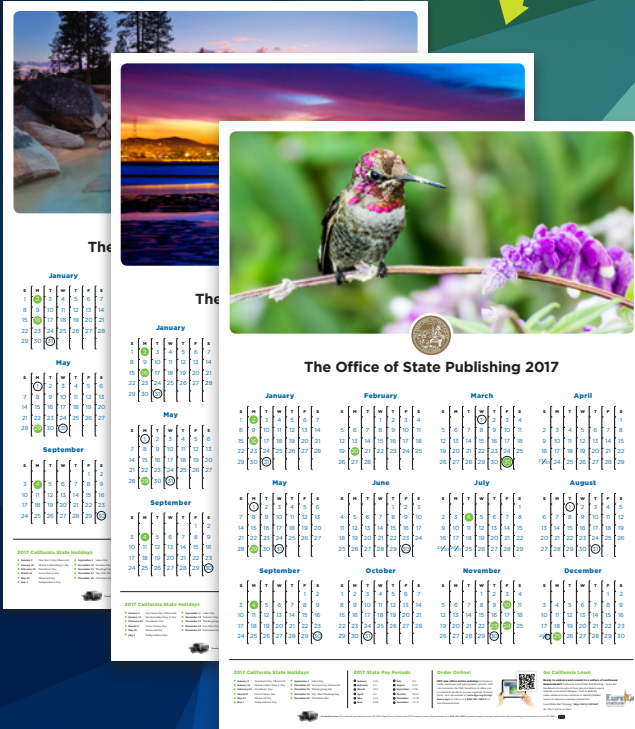


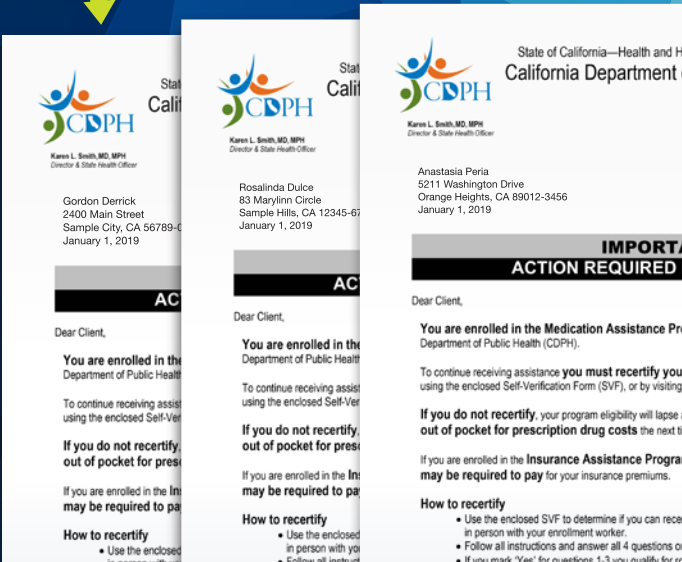


# OSP Variable Printing & Mailing

## Variable Graphics



## Variable Information



# What is Variable Data Printing?

**Variable Data Printing or VDP** is a method of printing that uses software to change the output of a digital printing press to personalize each printed piece with unique information from a spreadsheet or database. It is most often used for addressing but is now frequently used to personalize graphics, text or the entire marketing message so it's more relevant to the individual receiving it. This targeted approach has proven to be more effective than generic marketing. With a personalized message, you can personalize mail based on preferences of recipient, prompting them to take action.

Per a Response Rate Report conducted by the Direct Marketing Association in 2015, direct mailing's ROI beats all digital marketing channels combined by an outstanding 600 percent. The DMA has also observed consumers to be four times more likely to convert when they've been encouraged to do so by a personalized direct mail piece (provided the mail was sent by a company they've already purchased from in the past), compared to other marketing channels.

**Office of State Publishing can help you** engage variable data and increase your response rates.

### Personalization can enhance:

- Brochures
- Business Cards
- Calendars
- Catalogs
- Envelopes
- Flyers
- Forms
- Letters
- Postcards
- Posters



### Contact Us!

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