

# The Apples and Oranges of Print

(or How to Achieve a Better ROI from Your Marketing)

## Cutting through the noise

Research studies of mail campaign effectiveness tell us that full-color **variable print** generates response rates much higher than standard “junk mail” – as much as five times higher. The response also tends to come in more quickly. This is because communicating with your target audience on a truly one-to-one basis cuts through the general marketing “noise” and sets you apart as a professional who cares. There’s no surer way to grow your relationships with prospects, customers, partners and other sources of business.



## What is variable print?

Variable print is personalized “print for one” that uses an individual’s name and other personal information – including photos and other graphics – to create unique messages. These communications are even more powerful when they include individualized sales propositions based on each recipient’s product preferences and/or purchase history.

Variable print works for direct mail, brochures, flyers, postcards, newsletters, booklets and many other types of communication. There are essentially three levels:

- 🍋 Mail merge / basic personalization – uses non-variable text and some graphics.
- 🍋 Versioning / moderate personalization – targets a defined audience segment using text, graphics and segment-specific variable data.
- 🍋 One-to-one marketing / advanced personalization – addresses each individual using text, graphics and recipient-specific variable data.

## The Turning Point advantage

The Turning Point’s in-house Production Center is driven by the most sophisticated variable print technology available. The system extracts the necessary information from your MACH3 database, personalizes every item of output and prints the finished materials **quickly, securely, compliantly, cost-effectively**, in full color and to the highest quality standards. There are no setup fees or other “hidden” costs.

It’s all so easy when you use The Turning Point. There are no Excel files or pdf documents to move around. In fact, there are no intermediate steps of any kind to interfere with or slow down the production process. What’s more, all fulfillment is also handled at our Production Center – and we always use first-class postage stamps for your mail campaigns, not a printed indicia or other indication of junk mail.

**The bottom line: maximum return on your investment  
plus enhanced productivity, professionalism and performance.**

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