



VARIABLE INFORMATION PRINTING YIELDS DRAMATIC BENEFITS, AGAIN!

How about an extra 20 cars sold in three weeks?

By Hans Huijsing

Auto Benelux is a car dealer in Amstelveen, Holland, that imports and sells Renault cars. Mailings have long been sent out to car owners in that area. But, with an average response rate of less than one per cent and no noticeable increase in sales, these mass mailings did not produce the intended results. "This was frustrating," says Roger de Puijselaire, Sales Manager at Auto Benelux. "We believed in the power of direct mail, and had kept our database up to date, but it was just not working out".



Daniël Haaker (left) and Roger de Puijselaire (right) in the Auto Benelux show room.

According to Haaker the secret behind the success of this campaign was the use of full color combined with the optimal use of database information, to create a personalized message aimed at individuals. He concludes: "Thanks to the powerful conditional database content selection feature of PrintShop Mail we were able to deliver a true one-to-one marketing campaign. And with this result, it will not surprise you to hear that more personalized campaigns are in the planning!".

Variable information printing is fast turning out to be the main advantage of digital printing. Why? Because you are able to deliver a much more personal and targeted message. 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?

In an effort to improve the effectiveness of the mailings, Roger de Puijselaire asked for advice from their Ad Agency. Daniël Haaker, President and owner of Eye D Creative Productions, explained: "When we heard about their struggles, we advised to make the mailings more attractive and to personalize their mailings. We have seen dramatic improvements with personalized communication using PrintShop Mail, and we had the creativity to devise a good campaign".

As a result, a full color personalized mailing was created announcing a big clearance sale. It was sent out to 2300 car owners. The idea was that a customer would qualify for a substantial discount by bringing his personalized letter to the show room. "The results were overwhelming" claims de Puijselaire. "People were flocking in like never before. On average we sold an extra seven cars per week for three weeks! Twenty cars are sold with this mailing, without much additional sales efforts!"

