



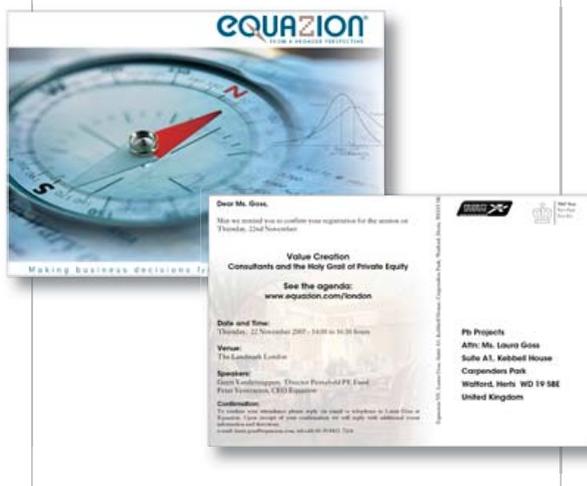
About Equazion

Equazion is a Belgian company providing an analytical software tool for business assessment, performance improvement and tactical decision support. The solution is designed for use by management consultancy firms internationally. Many of the well known international consultancy firms provide advisory services to the Private Equity industry throughout the cycle of purchase, management and eventual sale of the companies they acquire.

EQUAZION NV

Kortrijksesteenweg 1142B
B-9051 Ghent (Belgium)

WWW.EQUAZION.COM



Variable data printing and personalization yields great success for an Email and Direct Mailing Campaign

Initiative

Equazion invited a number of the major London based Private Equity and Advisory firms for a presentation of its analytical tools and methodology. The event was held at The Landmark, a prestigious hotel in London with presentations by the CEOs of Equazion and a client European Equity fund.

Campaign

Due to concern over the effectiveness of email communication with this audience, it was decided to complement the email by sending two high-quality, personalized invitation postcards.

Contact details were obtained through desk research by Equazion's marketing staff. The design and production was taken care of by Drukkerij Contrast, a Dutch commercial printer that produced the cards in very short timeframes, using PrintShop Mail as the personalizing variable data printing solution.

The second personalized postcard with updated agenda information and new graphics was sent to all contacts two weeks prior to the event as a reminder to those that had registered and to those that had delayed or forgotten to register.

Results

The cards were sent to 196 Executives from 47 companies in the London area. 18 (9%) contacts from 13 of the companies accepted the invitation and an additional 2 other contacts from different companies were unable to attend but requested personal meetings at a later time.

The creation and delivery cost of the mailing was approximately 400€, for an average cost of 21€ per response, making the campaign a great success.



PrintShop Mail is a variable data printing software application from Objectif Lune, a worldwide leader in providing personalized communications and workflow automation solutions for the digital printing industry. PrintShop Mail is typically used for direct mail and postcard applications where static designs are overlaid with variable content from a database. The software is easy-to-use, has scripting and imposition support, optimized output, and can be used to dynamically change texts, images, barcodes, or even entire layouts. Variable data can make information more relevant to recipients, which typically lead to increased response rates and associated sales. This enables print buyers to become more successful, leading to stronger relationships, incremental order value and higher overall print volume.

for more information, visit
www.objectiflune.com