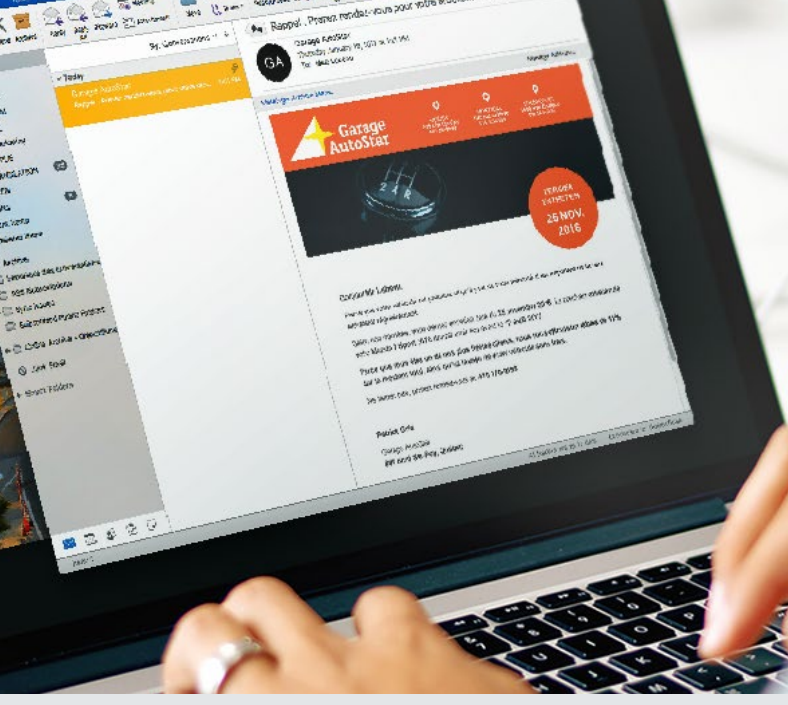


8 WAYS TO PERSONALIZE YOUR PROMOTIONAL CAMPAIGNS



Did you know that personalizing your promotional campaigns stimulates greater interest from your target audience, strengthens their loyalty and helps increase your sales?*

*Source: Trans Meets Promo... Is It More Than Market Hype? InfoTrends

+24%
response rate

+18%
average order size

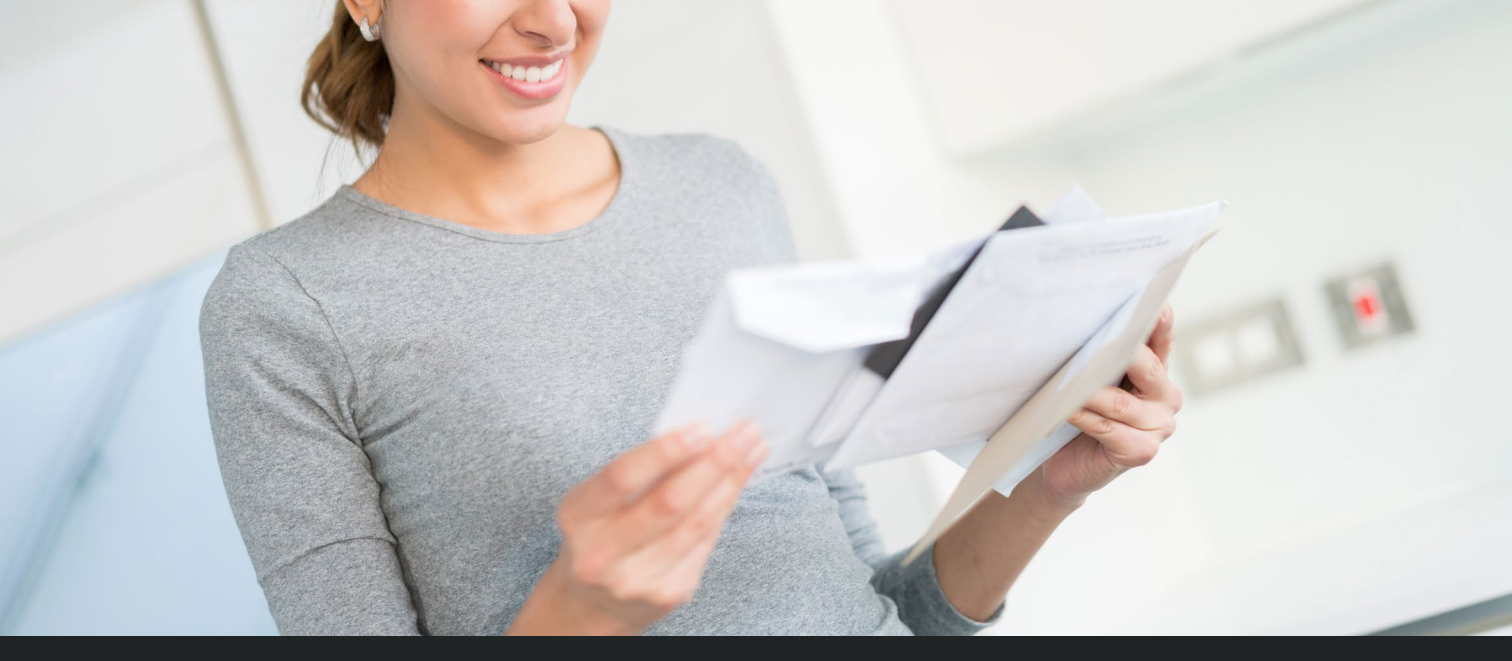
+23%
overall revenue

+20%
renewed order rate

Most businesses already understand that you have to call customers by their name. **But don't stop there!** Many other aspects can easily be personalized in a promotion card or an email, to stimulate more interest from your customers!

Are you ready to produce promos that will bring you big returns?

Follow the example of this garage operator, who personalized these promotional communications to encourage customers to maintain their vehicle!



A promotion card for Ms. Martin, who prefers paper communications

- 1 BACKGROUND IMAGE**
Give your communications visual coherence.
- 2 NAME**
Call your customers by their name. They will appreciate it.
- 3 TEXT**
Vary your message according to the buying history, or any other relevant data you have to stimulate the recipient's interest.
- 4 VARIABLE PROMOTION**
Send your customers offers that are intended for them.
- 5 VARIABLE IMAGE**
Allow the recipient to feel personally addressed when opening the message.
- 6 ADDRESS**
Make your job easier for documents intended for mailing.
- 7 VARIABLE URL ADDRESS**
Integrate the link to the page promoting the special campaign under way. You can track the impact of your emails better by checking the number of clicks afterwards.
- 8 GRAPHICS**
Support your campaigns with all the relevant elements, such as variable graphics.

An email for Mr. Lebeau, who prefers electronic communications

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