We're ready to help.

From one-to-one personalization using basic information to high-impact customization across multiple media, we'll help you to craft a solution that's just right for your goals.

In fact, we offer a full curriculum of training to help seamlessly integrate your VI solution into your operation. Training topics include:

- VI Suite and/or XMPie overview
- Creating variable electronic presentations
- Enhancing existing forms
- XMPie document creation
- Cross-media campaign development
- Advanced transpromo applications
- Variable programming skills
- Application and integration professional services

Seize the opportunity.

Variable information holds the key to communicating in a unique way that can generate unprecedented response and uncommonly loyal customers. And we'll help you every step of the way. From providing a portfolio of business development resources to working with you to choose the best technology for your business, we'll ensure that you maximize your variable information solution from the very first day.

Make it personal. And profitable.
An introductory guide to variable
information solutions from Xerox.

xerox

Why personalize?
Better response and bigger profits.

Whether electronic or printed, communications that are more relevant to their intended audiences are more memorable, achieve better response rates and build customer loyalty.

In fact, studies have shown that by leveraging known customer data to create highly personalized communications, resulting revenues can grow 30 percent above average. In some cases, businesses have attained higher than 25 percent annual growth.* This is because targeted marketing and personalized content are driving readers to act upon printed communications … and make it easy to see that there's no better time to add personalization capabilities to your business. You can offer new applications, reach new markets and gain more revenue.

Variable information (VI) technology is the key to producing personalized communications. It typically involves three components working seamlessly together: databases, variable design software and a digital printing system. Combine these elements and you have the recipe to create effective marketing programs and materials, such as direct mail, versioned collateral, cross-media campaigns, personalized packaging, sales promotional materials, e-mail and more.

This guide will give you an overview of what variable information technology can do by examining a few sample applications. What's more, we'll show you how we can help you find similar, effective solutions for your business.

A pair of powerful solutions.

Variable print jobs should be carefully planned up front to ensure maximum efficiency and maximum return.

That's why we offer two complete portfolios of variable data solutions, each with its own with distinct workflows and capabilities. These can be specifically tailored to your operation to ensure your customized documents deliver new value and new revenue for you and for your customers.

FreeFlow®
Digital Workflow Collection

XMPIE one to one in one™

Xerox FreeFlow® VI Suite

Enables you to add personalization to your documents and communications, such as customer's name and address or variable images. It also provides unique capabilities that many transactional documents require:

- Dynamic document construction at the printer instead of composition at the client
- Conditional logic
- Graphics caching
- Complex imposition
- Mail sort features
- Multiple orientations for page optimization

This solution lets you add impact to a wide variety of transactional communications with a minimal amount of time and effort, enabling the most productive output possible.

XMPie®

Is a modular solution that allows you to produce variable information print communications, simple to complex personalized graphics, as well as a wide variety of cross-media marketing campaigns. Some of the capabilities include:

- Modular data, design and production tools
- Specialty imaging support for fraud deterrence including the text effects MicroText and Fluorescent Marks
- High-impact image personalization
- Cross-media campaigns, including print, web site integration and e-mail
- Response URLs and personalized web sites with campaign tracking and reporting

With XMPie, you can leverage your data in a variety of creative ways that open doors for new business opportunities.

Let's take a closer look …

To give you a better idea of the possibilities and capabilities of variable data printing and cross-media marketing implementations, the following are a few examples of applications produced using FreeFlow VI Suite and XMPie.

Application: Casino Ticket
Solution: FreeFlow VI Suite with Specialty Imaging

Tickets, whether to a concert or in this case a casino performance, are unique but don't necessarily require a lot of customization. A venue that hosts frequent events can use FreeFlow VI Suite to add simple personalization and fraud deterrent features needed to produce tickets on an ongoing basis.

1. The date and seat location for each performance can be populated from a database.

2. Complimentary slot coins vary based on the individual's prior history at the casino. Text can also be hidden and revealed to the customer upon visiting.

3. Variable MicroText helps foil counterfeiting. In addition, correlation text hides the casino name, performance date and seat number, which is embedded in the ticket for further protection.

Application: Hotel Loyalty Program
Solution: XMPie

Rich imagery that seamlessly embeds unique information about each guest can have tremendous impact on any communication. A hotel can leverage the data they have on their guests to create compelling, relevant marketing, such as this oversized room confirmation mailing. XMPie delivers a high degree of image personalization, as well as personalized response URLs and dynamically customized web sites to accompany hotel campaigns.

1. Each guest is greeted by name.

2. The guest's name and initials are featured prominently in the image.

3. Guest's day of arrival and birthday are showcased.

4. Status of each guest's membership at the hotel is actively called out.

5. Ticket imagery varies depending on the guest's hospitality preference.

6. The location of the hotel can be integrated throughout the image.

7. Color of bathrobe varies depending on the guest's gender.

8. Information about the guest can be used to create a unique link to a personalized web site. Click-through rates from the URL can be tracked to determine the success of the campaign and its ROI.

Application: Bill/Invoice
Solution: FreeFlow VI Suite

Transactional promotional (transpromo) materials such as statements, policies and monthly bills are great opportunities to cross-sell and up-sell products or services as well as foster customer loyalty. FreeFlow VI Suite enables banks that typically process transactional documents to utilize the real estate on their invoices to include variable offers based on customer habits and interests. Not only is this solution profitable, but optimized output allows static information to be sent once and cached, keeping equipment printing at rated speeds by eliminating time-consuming pre-composition.

1. Customer's name and address can be easily integrated throughout the statement.
2. Up-to-date account and balance information for each customer is clearly featured.
3. Full-color variable offer(s) based on customer's spending habits are highlighted and customized to serve as a revenue-generating advertising opportunity.


Application: Personalized Contact Lens Packaging
Solution: FreeFlow VI Suite with Specialty Imaging

Customized packaging not only distinguishes a product from the competition, but it can also include exceptionally useful 1:1 content—in this case, prescription information. FreeFlow VI Suite allows you to imprint custom information simply and automatically.

1. The customer's imprinted name and prescription information make the product truly individualized.
2. The color and main imagery of the packaging can be customized to the gender of each customer.
3. Individual barcoded SKU numbers and expiration date supplied from a database make it easier for the products to be identified and organized.
4. GlossMark® images help ensure authenticity and provide visual interest.
5. MicroText adds extra security by including the customer's name and prescription information.
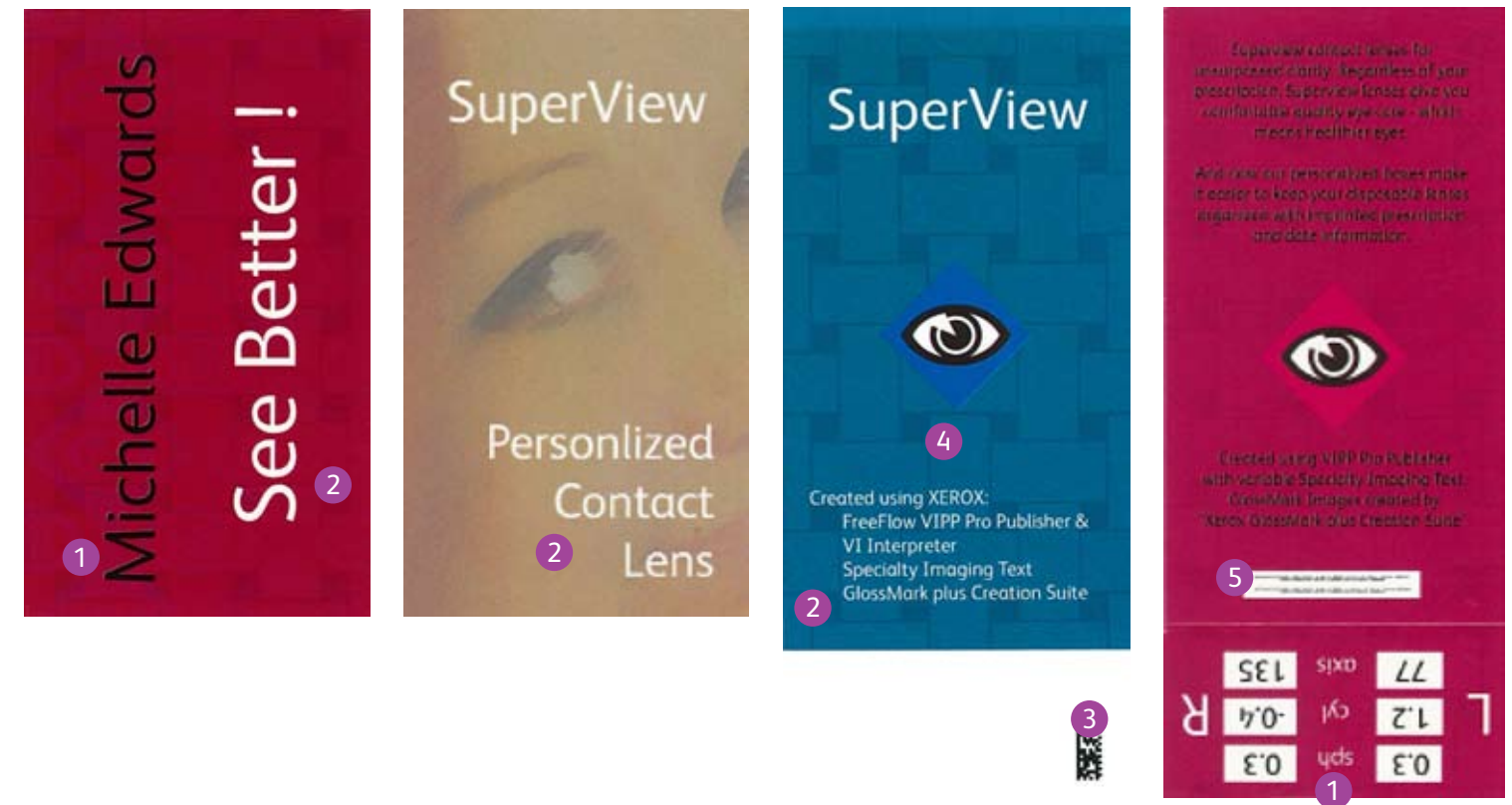
Application: Financial Services Membership Rewards Program
Solution: XMPie

Using web sites as the starting point of a cross-media campaign not only saves printing costs on the initial mailing, but it allows you to collect customer information that makes follow-up communications extremely relevant. XMPie enables banks to do this by drawing from a single set of data and dynamically using it across multiple platforms, touching clients in multiple ways to ensure they receive their information in the manner they prefer.

For instance, consider this campaign:

- A customer has been recently granted a bank credit card and is now eligible to select a rewards program.

- When the customer logs into the bank web site, a personalized rewards page is dynamically generated and populated with the customer's information as well as a short questionnaire about the customer's interests.

- Once the customer answers the questionnaire and registers for the rewards program, the site instantly uses this information for more relevant web site content, such as dynamic Flash animations, image personalization and other functions.

- Based on the information collected, a fully personalized duplex self-mailer is automatically generated that highlights the customer's interests and rewards selections.

- After the mailer is delivered, a response URL helps track the response to establish a firm ROI for the campaign.

Rewards Registration Web Page

1. Personalized greeting is generated for each customer.
2. Customer information is pre-populated to make registration easy.

Rewards Confirmation Self-Mailer

3. Key imagery is personalized using answers provided to the web site questions.
4. Highlighted icons speak to the customer's indicated interests.
5. Customer's country automatically determines if the mailer will be letter or A4 size.

6. Rewards messaging changes in accordance with indicated customer preferences.
7. Personalized response URL is automatically generated to facilitate easy tracking.
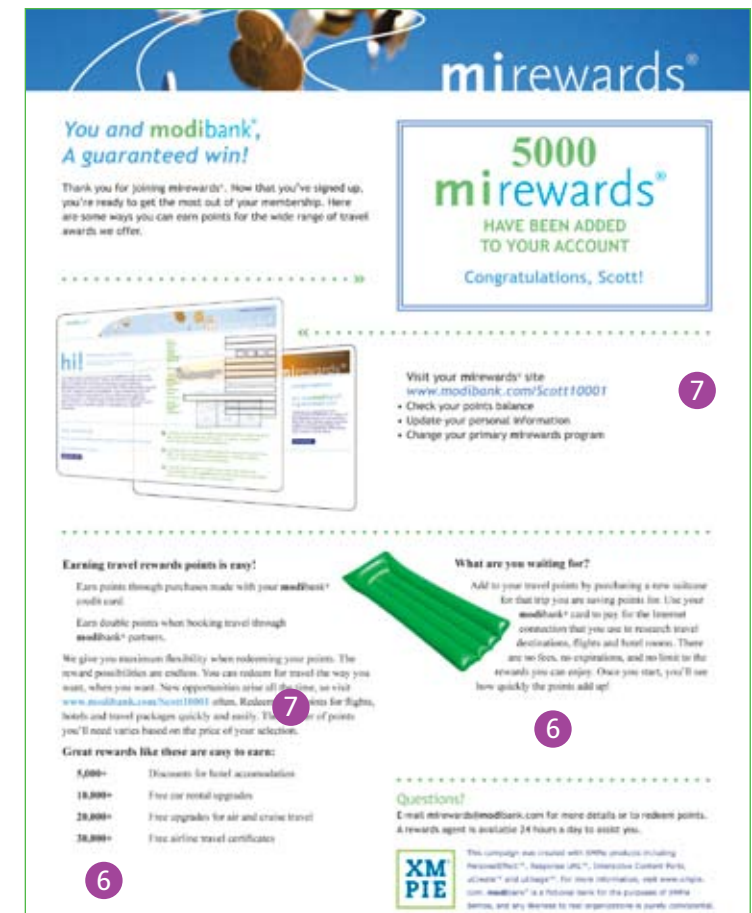
Application: Telecom Marketing Brochure
Solution: XMPie

Utilizing a multi-phase one-to-one campaign with print, web, e-mail and mobile can generate significant sales with substantial ROI. XMPie is uniquely capable of designing, deploying and tracking programs that increase loyalty and retention, capture and qualify prospects, and positively impact your client's bottom line … and yours.

Consider this cross-media program, for example:

- A direct mailer with a renewal reminder message is sent to a customer. This mailer includes a call to action and response URL that drives the customer to a customized renewal web site.

- A personalized e-mail, which also includes a response URL, is concurrently sent to help ensure the customer receives and acts on the renewal message.

- When the customer navigates to the response URL, the site is automatically populated with the customer's account, usage and plan information, making it easy to compare and select a renewal option.

- Based on the customer's input and choices, the web site dynamically generates content that builds on collected information, creating personalized pages such as confirmations, thank-you notes and refer-a-friend pages.

- The customer's selected model is then sent out as fulfillment in personalized, customized packaging.

- Traffic to the response URLs makes it easy to track and measure the ROI for the entire campaign.

Direct Mailer

1. Personalized image greets each customer.
2. Graphic of customer's usage information, created using XMPie uChart®, is prominently featured.
3. Offer and call to action are unique to each individual.
4. The customer's gender triggers specific relevant imagery.
5. A unique response URL is generated for each customer.

Response URL Web Site

6. Personal phone message recommends product based on the customer's account information.
7. Embedded personalized campaign video details the benefits of the recommended product.
8. Dynamic charting displays up-to-date customer usage history.
9. Variable plan is generated based on individual customer usage and preferences.

Confirmation E-mail

10. Personalized messaging is generated for each recipient in the subject line and key image.
11. Customer's selected offer is showcased.