

Connect with Personalized Digital Color

Sophisticated color images, graphics, and personalized text have a remarkable ability to cut through the clutter of generic marketing messages that bombard customers at every turn.

The results are faster and higher response rates, increased sales, and the power to create and maintain the customer relationships that foster brand allegiance.

Effective demographic targeting and personalization requires accurate databases.

Demographic data may be as simple as a name and address, or as complex as a key customer's purchasing history.

Captured data allows for marketing communication activities that further the awareness, acceptance and sale of merchandise or services. Data elements can be linked to specific and variable text and images which personalize your clients marketing message. Demographic and marketing data can be appended to a basic databases if needed.

Short on relative data?

We can help!

With powerful demographic appending tools, we can assign comprehensive data to your client list for better direct mail targeting.

Rich colorful text and graphics variably generated from an in depth database create a One to One Direct Mail marketing message. This allows for a tailor made communication to the recipient. One to One increases response, ROI, cultivates relationships and makes a bold statement.