

# Data Personalisation

DATASHEET 2024



Send DM's Data Personalisation services allow businesses to create highly targeted and personalised direct mail campaigns. Working with our customers, we leverage data and craft customised messages that resonate with individual recipients, leading to higher engagement rates and better return on investment (ROI).

Our data personalisation solutions integrate seamlessly into your mailing campaigns, ensuring each communication feels relevant and tailored to your recipient's needs.

## Core Features

### Customer Utilisation

We use client supplied data to create personalised mail pieces for each recipient, making your campaign more relevant and engaging.

### Variable Data Printing

With variable data printing (VDP), each mail item can be uniquely personalised with names, offers, images, or other data-driven elements, enhancing the recipient's experience.

### Full Compliance

Our data personalisation services fully comply with GDPR and other data protection regulations, ensuring that customer data is handled with the highest level of security.

### Cross-Channel Integration

Our services seamlessly integrate with our clients digital marketing efforts, such as email and social, creating a cohesive multi-channel experience.

## Our Services



### Data Cleansing

Ensure your customer data is accurate and up-to-date with our data cleansing services, improving delivery success.



### Mailing List Management

We manage your mailing lists, to ensure your data is organised and postal ready.



### Variable Data Printing (VDP)

Our VDP technology allows for unique personalisation on each mail piece, including customised text, images, and offers.



### Personalised Offers & Promotions

Tailor offers and promotions to individual customers based on their preferences, behaviours, or location.

## Service Benefits

### Higher Engagement

Personalised mail pieces have significantly higher engagement rates than generic mail, leading to better customer interaction and response.

### Customer Relationships

Personalised mail helps build stronger customer relationships by showing that you understand their needs and preferences.

### Increased ROI

By tailoring your message to individual recipients, you improve the effectiveness of your campaign, leading to increased sales and conversions.

### Efficient Campaigns

Engage with us during your planning stages, as we can advise of best practices to ensure cost control without effecting your campaigns performance.



## Why choose Send DM

- Expertise in handling complex customer data for personalised mail campaigns.
- Competitive pricing for personalised, data-driven marketing solutions.
- Full compliance with GDPR and other data protection laws.
- Seamless integration with our clients digital marketing efforts, creating a cohesive multi-channel experience.

## Contact

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