

THE GOAL

For this example, we will look at the data file and creative elements for a retail company's marketing campaign.

The goal of this campaign is to **show relevant products** to the different types of shoppers at an outdoor merchandise store. Based on what these customers have bought in the past, we can key in on their **preferences and lifestyle** to highlight products that they'd be most interested in and most likely to purchase.

THE DATA

When you take a look at your customer data, see what **groups of customers** you serve. This data set includes customers who are interested in **fishing, camping, hunting, and boating**. It also notes the store that each customer prefers to shop at as well as a code that correlates to the offer and product that we want to show that individual.

In orange, you'll see some suggested areas to look at in your own data to **drive the timing** of sending special offers.



NAME	ADDRESS	CITY	STATE	INDICATORS	PERSONA	CONSUME	OFFER	HOME STORE
Anderson Looper	6921 S 4th St.	Chicago	IL	Date of Spend	Fishing	F-03	FO-02	A0-IL-2
Molly Malone	7811 Port Rush St.	Dallas	TX	Spend	Boating	B-03	BO-02	A0-TX-3
Lashandra Williams	1245 Straight Ln.	Rallon	TX	Birthday	Hunting	H-01	HO-01	A0-TX-1
Jaque Lampton	1542 Milton Rd.	Naperville	IL	Product	Fishing	F-03	FO-01	A0-IL-5
Sophia Garcia	757 Parkway Cir.	Denton	NY	Anniversary	Camping	C-02	CO-02	A0-NY-2
Raj Laghari	9568 Everest Park	Omaha	NE	Holiday	Boating	B-02	BO-01	A0-NE-6
Marc Maquaid	1342 Main Street	Springfield	CO	Event	Hunting	H-01	HO-02	A0-CO-2
Javier Sanchez	2548 N 145th St.	Camdon	IL	Store Location	Camping	C-03	CO-01	A0-IL-2

THE DESIGN

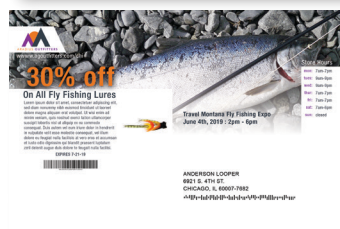
In order to create a **highly targeted and relevant mail piece**, we need to choose the offers, text, and images that will resonate with each customer's lifestyle.

An **InDesign file** will be created (we recommend postcard, bi-fold, or tri-fold format) with placeholders for interchangeable graphics and copy that our technology will pull from your data file.

	Hunting	Fishing	Camping	Boating
Primary Image				
Secondary Image				
Consumables	 H-01 H-02 H-03	 F-01 F-02 F-03	 C-01 C-02 C-03	 B-01 B-02 B-03
Offers	H0-01 > \$500 H0-02 < \$500	F0-01 > \$500 F0-02 < \$500	C0-01 > \$500 C0-02 < \$500	B0-01 > \$500 B0-02 < \$500

THE RESULT

The mail pieces printed on our digital presses are **completely unique** for each mail recipient. Once the creative file is completed, it will be stored on your **online portal** for easy ordering with the ability to upload new data for future mail dates.



While the format and placement of the design elements are consistent, the real **power of personalization** comes from the ability to showcase relevant content to each customer, resulting in **brand loyalty** and greater ROI.

Ready to get started with your own personalized print campaign? Contact our team to get started!

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