

466,000

PERSONALIZED
COUPON BOOKLETS

85%

JUMP IN SALES

PERSONALIZED COUPON BOOKLETS

THE OPPORTUNITY

A supermarket retailer was actively engaged in the use of digital variable printing technology in small test markets within their customer geography. This retailer was actively focused on customer loyalty and effectively targeting individual customers based on previous purchasing behaviors and known customer data. The supermarket was seeking a larger production solution for 466,000 coupon booklets personalized for individuals. Due to the amount of customization involved in each booklet, data management and speed of production were problematic. Other vendors required a minimum 50 day span to print, finish and mail. This production schedule was not viable as the retailer was planning for growth through additional brand participation across divisions and volumes would increase as a result. The retailer needed a more flexible solution that would yield a faster time to market.

THE SOLUTION

Utilizing digital inkjet web printing, advanced data management software, and in-house mailing, RR Donnelley was able to produce and mail the variable coupon booklets in ten days. The unprecedented run speeds of inkjet technology and the ability to print variable content on every page, provided quick, accurate printing of personalized offers while also ensuring short delivery times for future large volume campaigns. RR Donnelley's investment in a vision eye tracking system provides assurance, with 100% accuracy, that the personalized records are tracked throughout production. This facilitates a secure process from production, sheeting and finishing for an accurately completed mailing.

THE RESULTS

A positive impact was made on the retailer's business with the results of this high-volume direct mail campaign utilizing personalized print coupled with coupon offer optimization. The optimization leveraged the recipient's known individual purchasing behaviors and the campaign was measured against the results of a control group of equal size which received a non-personalized, static offer.

- 36% jump in the participation rate from recipients of the variable/personalized offers.
- Coupon redemption rates doubled.
- The variable/personalized mailing list recorded an 85% jump in incremental sales.

The client fully realized the value of engaging customers with relevant offers that matched buying behaviors and leveraged consumer insight. The capability of this new technology resulted in a corporate decision to discontinue future static mailers and include all their divisions in the next variable data direct mail campaign.

