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These two examples of a simple DL format mailer demonstrate how Variable Data Digital Printing can be utilised as a powerful strategic marketing tool.

When combined with an email campaign and linked to a personal URL, we guarantee that you will see a measurable improvement in return on investment, through vastly improved response rates and increased customer interaction and loyalty.

Data from standard Excel or other database source that can be saved in .csv format

	Colour	Model	Image 1	Dealer	Contact	Web	Dealer Tel	Offer Price	Per Month	Forename	Surname	Initials	House No	Street	Town	County	PostCode
Record 1	green.jpg	R8	R8.jpg	horsham audi	Simon Collins	co.uk	01403789326	70500	350	Julie	Smith	JS	19	Adversane Road	Horsham	West Sussex	RH13 4AA
Record 2	blue.jpg	TT	TT.jpg	worthing audi	Dave Smith	co.uk	01903234675	25500	175	Dave	Jones	DJ	23	Netley Court	Worthing	West Sussex	BN14 7QJ

Data pulled from Record 1

Versioning (points to car image and price)

Personalising (points to name and price)

Julie

The new Audi R8 is waiting for you at the specially reserved price of **£70,500** or just **£350** per month

contact Simon Collins on 01403 789 326 or visit www.horshamaudi.co.uk/julie.smith to book your test drive

Audi Vorsprung durch Technik

Data pulled from Record 2

Dave

The new Audi TT is waiting for you at the specially reserved price of **£25,500** or just **£175** per month

contact Dave Smith on 01903 234 675 or visit www.worthingaudi.co.uk/dave.jones to book your test drive

Audi Vorsprung durch Technik

Call us to find out more. You will be pleasantly surprised to see how cost effectively this technology can work for your business.