



# Let's get PERSONAL

Personalisation is no longer the new kid on the marketing block. Today we receive customised direct mail, emails, even video, often without realising the content has been specifically chosen to suit our demographic or previous brand interaction.

So how *do* marketers know that you prefer the red sport car over the blue one, and more importantly how do they change the content and imagery so it's relevant?

While I appreciate there are bots that can track and remarket to your every digital move, the Printcraft solution is driven by a database and an intimate set of business rules.

Similar to a mail merge, you nominate a data field in the artwork as the variable content source. For variable images, the file name must match the data field, for example johnsmithphoto.jpg must be an exact match (case sensitive) for the program to select the image and place it within the artwork.

Personalisation can be applied to print, email, landing pages and video.

# Why PERSONALISE

## BUILDS LOYALTY

People tend to choose businesses who remember them and demonstrate some familiarity (too much is creepy, so beware of crossing the line). Using a name or other unique feature about a customer will make them feel important, special and validated, making them more likely to return.

## CREATES LIKABILITY

Just like a face to face conversation, if someone remembers and uses your name, you tend to like them that little bit more. Personalisation is interpreted as being caring and empathetic, and creates a stronger bond with your brand, product or service.

## ADDS A WOW! FACTOR

Using your name on a letter or email might not raise an eyebrow, but surely you love those personalised videos that pop up on Facebook from time to time? Facebook takes your data, adds in a photo or two, and presto, you have a commemorative video of the last five years. Definitely a bigger WOW factor, but still personalisation all the same.

## TWO WAY DIALOGUE

Direct mail is undoubtedly a harder channel to track and measure, so building rapport with your customer is an important start to a two way conversation. Using your customer's name (especially in imagery) will get their full 'listening' attention. Let them 'speak' by integrating a personalised landing page as part of your Call to Action.

## PUTS US IN CONTROL

According to a study from the University of Texas, our preference for personalised experiences comes down to two key factors - a desire for control and avoidance of information overload. It seems that when we receive something unique and tailored to us, it makes us feel more in control, and being more in control makes us physiologically more healthy and more successful \*

## ENGAGEMENT

We engage with what we like, find interesting, haven't seen before, find relevant, funny or even plain stupid. If you don't have a million bucks in your budget or the next big creative idea, maybe you could use personalisation to stir up one of these emotions.



# Creating YOUR DATA

## CREATING PERSONALISED IMAGES

Personalised imagery is writing your name in the clouds, on a sign, or in the foam of the coffee cup. It's a unique way to create a point of difference, and can be executed through both print and digital channels.

There are two ways to create a personalised image.

### STANDARD FONTS

The shot below is a simple stock photo with an obvious space for personalisation. Set up your document in Photoshop with the image and copy as separate layers. Supply the native photoshop files with any filters or perspective changes already made.



### SPECIALTY FONTS

The image below uses a specialty font. This can be purchased from the xMPIE Marketplace or your creative team can build their own. Supply the native photoshop files with any filters or perspective changes, plus the font.



## SETTING UP YOUR DATABASE FOR PERSONALISED IMAGES

The most important thing to remember when supplying a database for personalisation, is the image filename must be an exact match to the relevant record in the database. Here's an example below.



timsmith.jpg

andrewdalton.jpg

michaelalexandra.jpg

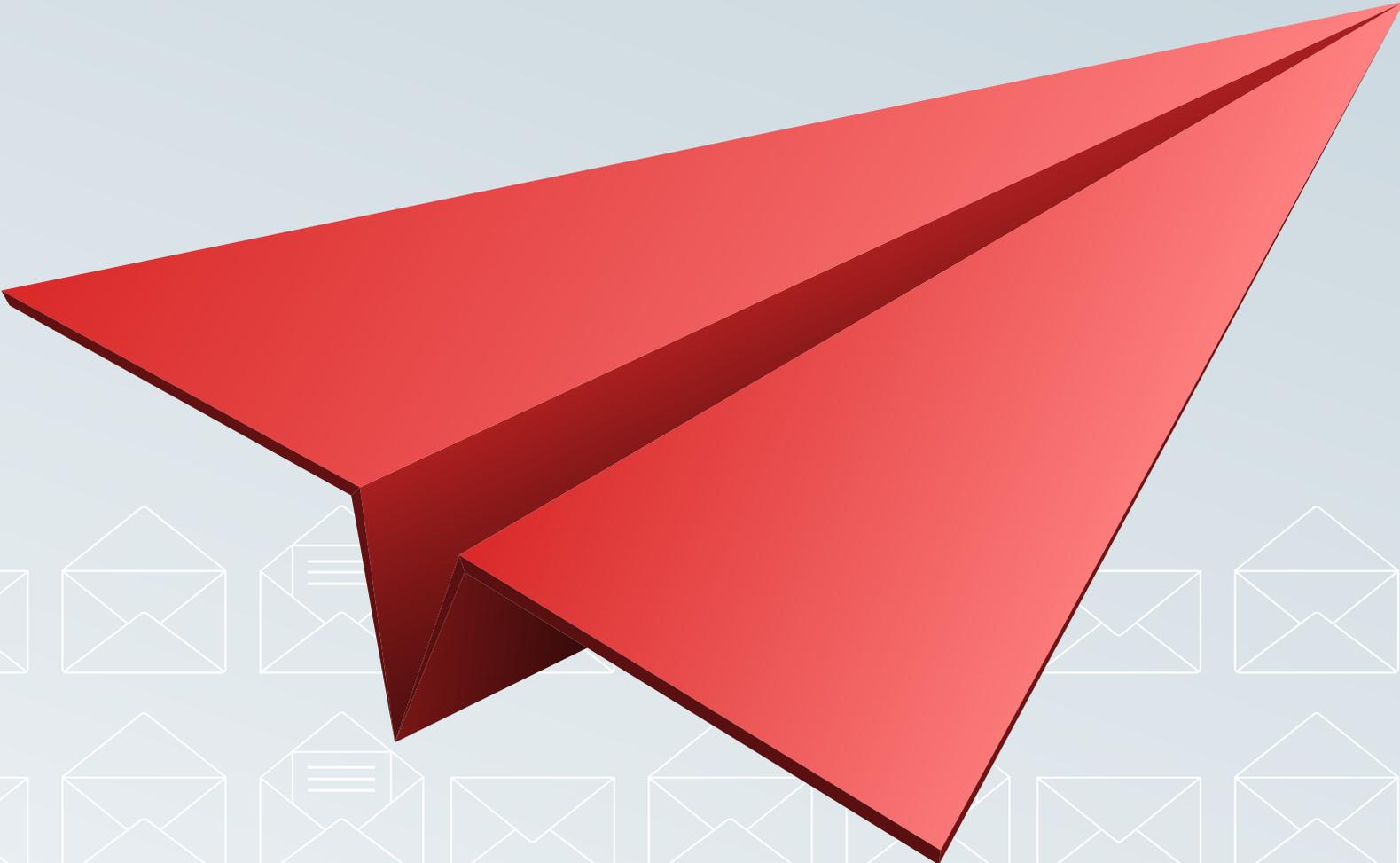
benwilcox.jpg

simonarthur.jpg

	A	B	C
1	<b>First_name</b>	<b>Last_name</b>	<b>Variable_image_1</b>
2	Tim	Smith	timsmith.jpg
3	Andrew	Dalton	andrewdalton.jpg
4	Michael	Alexandra	michaelalexandra.jpg
5	Ben	Wilcox	benwilcox.jpg
6	Simon	Arthur	simonarthur.jpg



printcraft



*Direct* **MAIL**