

### Database Management Fuels Greater Return on Your Marketing Dollars

Deeper engagement and personalized contact drive loyalty; not generic, mass blast communications. Sending the right message to the right person is all driven by how one manages their data. Your data can help fuel many of our marketing tools: One to one marketing, personal URLs, variable data mailings and fulfillment systems.

#### Some Examples:

- A non-profit wanted to send different letters to its donors depending on their level of giving. Having the ability to deliver a specific range of donation amounts with verbiage that highlighted their recent activity, garnered a higher response rate with a larger giving amount.
- A corporation wanted to welcome the households who recently moved into the area to educate them on their banking services. We purchased a new movers list, de-duped it across their database and created a Personal URL that was incorporated into a direct mail campaign. The purl drove them to a web page to answer a survey and sign up for a complimentary gift. How they answered the questions drove additional print pieces from our company highlighting their interests. This strategy increased traffic and new customers to the Bank.



Proper database management enables you to craft different messages to target different audiences in a unique and personal way. This will not only increase response rates, but also drive lower postage costs.

Elk Grove Graphics has the experienced team and software tools to help manage your data and deliver the right message to the correct audience. Contact your account executive or [marketing@elkgrovegraphics.com](mailto:marketing@elkgrovegraphics.com) to learn how we can help you generate the best return on your marketing dollars.

