

VARIABLE DATA PRINTING (VDP)

Variable Data Printing (VDP) involves personalizing each printed piece (like names, addresses, images, QR codes, etc.) using data from a database. It's commonly used for direct mail, labels, personalized marketing, and packaging.

STEPS FOR VARIABLE DATA PRINTING (VDP)

1: PREPARE YOUR DATABASE. Create a spreadsheet (CSV, Excel, etc.) with all variable info. Columns = variables (e.g., First Name, Address, Offer Code, Image Path). Each column must have a header.

EXAMPLE OF EXCEL DATA FILE:

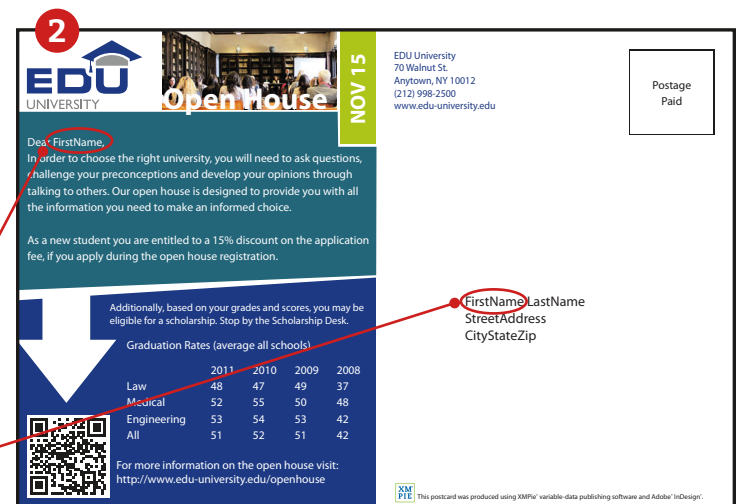
Note: Variable image files need to be named exactly as they are listed on the data file.

	A	B	C	D
1	FirstName	LastName	StreetAddress	CityStateZip
2	Salvador	Randolph	866 Hilltop Street Apt 23	Wilbraham MA 01095
3	Chi	Cotton	588 Frank Avenue	Springfield MA 01103
4	Lauretta-Leigh	Navarrete	4899 Trouser Leg Road Unit 2	Springfield MA 01103
5	Yolanda	Tourville	1411 Kennedy Court	Worcester MA 01605
6	Rita	Nock	840 C Street	Framingham MA 01702
7	Dorothy	Beaumont	2835 Smith Street Level 4	Framingham MA 01702
8	Anthony	Britton	132 Russell Street	Acton MA 01720
9	Jenny	Race	3067 Pearlman Avenue	Bedford MA 01730
10	Maria	Price	2636 Rainy Day Drive	Woburn MA 01897
11	Alta	Smith	4230 Tenmile Road	Burlington MA 01803
12	Gwendolyn	Hernandez	3971 Hampton Meadows	Haverhill MA 01830
13	Michelle	Labrecque	1698 Levy Court	Lawrence MA 01840
14	Angie	Miffin	1982 Hampton Meadows	West Newbury MA 01890
15	Michael	Danek	1554 Huntz Lane	Foxboro MA 02035
16	William	Cowles	1786 Gerald L. Bates Drive	Boston MA 02118
17	Stephanie	Whittenburg	1183 Russell Street	Boston MA 02118
18	Eddie	Harvey	1410 Tenmile Road	Boston MA 02118
19	Ruben	Sears	2159 Lynn Street	Boston MA 02118
20	Lyle	Dixon	96 Lynn Street	South Boston MA 02127
21	David	Kurtz	658 Cedar Lane	East Boston MA 02128
22	Clyde	Navarrete	335 Rockford Road	Charlestown MA 02129
23	Gloria	York	169 Lyon Avenue	West Roxbury MA 02132
24	Alexander	Caves	2508 Ferguson Street	Cambridge MA 02141
25	Steve	Jones	442 Kennedy Court	Cambridge MA 02141

! The headers on the Excel file match the variable fields on the template to avoid confusion during integration.

EXAMPLE OF TEMPLATE WITH VARIABLE FIELDS:

This design contains placeholders (variable fields) for the first name of the recipient and for the recipient's mail information.



2

EDU UNIVERSITY

OpenHouse

NOV 15

EDU University
70 Walnut St.
Anytown, NY 10012
(212) 998-2500
www.edu-university.edu

Postage Paid

Dear **FirstName**,

In order to choose the right university, you will need to ask questions, challenge your preconceptions and develop your opinions through talking to others. Our open house is designed to provide you with all the information you need to make an informed choice.

As a new student you are entitled to a 15% discount on the application fee, if you apply during the open house registration.

Additionally, based on your grades and scores, you may be eligible for a scholarship. Stop by the Scholarship Desk.

Graduation Rates (average all schools)

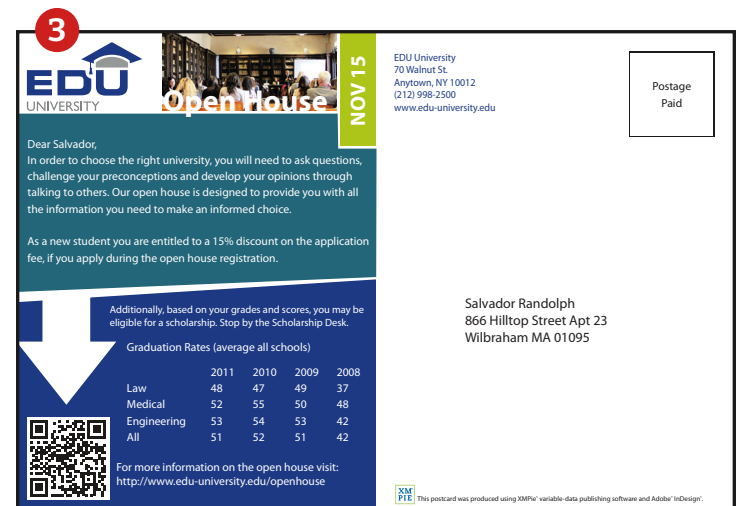
	2011	2010	2009	2008
Law	48	47	49	37
Medical	52	55	50	48
Engineering	53	54	53	42
All	51	52	51	42

For more information on the open house visit:
<http://www.edu-university.edu/openhouse>

FirstName **LastName**
StreetAddress
CityStateZip

NOV 15 This postcard was produced using XMP® variable data publishing software and Adobe® InDesign®.

EXAMPLE OF INTEGRATED FILE: The VDP software replaces the variable fields with the corresponding data from the Excel file and creates an individual file for each customized piece.



3

EDU UNIVERSITY

OpenHouse

NOV 15

EDU University
70 Walnut St.
Anytown, NY 10012
(212) 998-2500
www.edu-university.edu

Postage Paid

Dear Salvador,

In order to choose the right university, you will need to ask questions, challenge your preconceptions and develop your opinions through talking to others. Our open house is designed to provide you with all the information you need to make an informed choice.

As a new student you are entitled to a 15% discount on the application fee, if you apply during the open house registration.

Additionally, based on your grades and scores, you may be eligible for a scholarship. Stop by the Scholarship Desk.

Graduation Rates (average all schools)

	2011	2010	2009	2008
Law	48	47	49	37
Medical	52	55	50	48
Engineering	53	54	53	42
All	51	52	51	42

For more information on the open house visit:
<http://www.edu-university.edu/openhouse>

Salvador Randolph
866 Hilltop Street Apt 23
Wilbraham MA 01095

NOV 15 This postcard was produced using XMP® variable data publishing software and Adobe® InDesign®.

2: DESIGN TEMPLATE. Using design software that supports VDP, like Adobe InDesign, designate placeholders for variable fields (e.g., <<First Name>>, <<QR Code>>).

3: INTEGRATION. We will link the template to the data source and map each variable placeholder to its corresponding column in the spreadsheet, and test the output by creating a merged proof.

Using Variable Data Printing (VDP) helps make your campaign more personalized, effective, and targeted — which often leads to higher response rates and better ROI.

PERSONALIZATION INCREASES ENGAGEMENT

People are more likely to open, read, and respond to materials with their name, relevant offers, or location-based content.

A flyer that says “Hi Sarah, here’s a special offer just for you in Miami” is far more effective than a generic message.

TARGETED OFFERS = BETTER RESULTS

You can show different products, discounts, or messages based on age, purchase history, region, or behavior.

This improves conversion rates because the content is more relevant to each recipient.

HIGHER RETURN ON INVESTMENT

Even though setup may cost slightly more than a static print job, VDP usually pays off by bringing in more leads or sales per piece.

EFFICIENT USE OF DATA

Most businesses already have customer data — VDP helps put that data to work to make marketing smarter.

STRONGER BRAND CONNECTION

Personalized communication makes people feel recognized, increasing trust and loyalty to the brand.

STAND OUT IN THE MAILBOX

Variable data print pieces can break through the noise, especially in direct mail, where generic pieces often get ignored.



✓ Real-World Examples:

- A car dealership sends postcards showing the customer’s current car and a trade-in offer.
- A gym sends personalized flyers with class schedules based on a member’s preferences.
- An online store prints thank-you cards with the customer’s name and last purchase listed.