

# Variable Data Printing

## Get Personal and Improve Results!

Using variable data (VDP) in your printed communications allows you to *personalize* your mail pieces and boost response rates. VDP takes what you know about your target audience and changes the text and images according to the needs of the individual recipient. It is a relevant message that delivers better results.

### Unique Content Appeals to the Individual

**Doreen,**

Welcome! Living in University Housing at Chico State offers many exciting advantages. For example, Whitney Hall's Recreational Sports floor consists of 64 first-year students all with a common interest in recreational sporting activities. There are opportunities to join teams, play sports and explore activities on and off campus.

Chico State student housing accommodations are comfortable, affordable, and convenient. If you are looking for the ideal place to live, study, and grow—especially if you are a first-time Chico State student—check out University Housing and Food Service, 530-898-6325 or click the Quick Response Code to download our website to your smartphone!




Hope to see you soon!  
University Housing Staff

**Bill,**

Welcome! Living in University Housing at Chico State offers many exciting advantages. For example, Whitney Hall's Recreational Sports floor consists of 64 first-year students all with a common interest in recreational sporting activities. There are opportunities to join teams, play sports and explore activities on and off campus.

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Hope to see you soon!  
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Add a Quick Response Code and take the recipient directly to your website!

The photo changes based on gender or could change based on favorite sport, major, club, or other extracurricular activity.

Each interested individual receives a postcard or letter personalized with their name in multiple spots.



University Housing  
CSU, Chico  
Chico, CA 95929-0707

**Doreen** Join the Whitney Hall Team

\*960559710602\*  
\*\*\*\*\*SCH 5-DIGIT 95967  
**Doreen Ash**  
676 White St.  
Paradise, CA 95969



University Housing  
CSU, Chico  
Chico, CA 95929-0707

**Bill** Join the Whitney Hall Team

\*945103727156\*  
\*\*\*\*\*MIXED AADC 945  
**Bill Smith**  
899 W. 1st St.  
Redding, CA 95999

### Results and Benefits

- Personalized printing greatly increases your response rates.
- Print only as many as you need (depending on the size of your database).
- Test-market a piece with a partial selection of your database, adjust the piece based on response rate (or leave it unchanged) and finish the run at a later time.

### To Get Started

Contact Debby Anderson at Print and Mail Services at x5992 or email [djanderson@csuchico.edu](mailto:djanderson@csuchico.edu) for pricing and more information about variable data printing.



Conveniently located at Siskiyou 118 Open: M–F, 8–5 Phone: 898-5992 [www.csuchico.edu/prnt](http://www.csuchico.edu/prnt)