

How Personalized Design Can Help Your Business

Returns on marketing are greater if the content of the piece directly applies to the recipient. Instead of using a generic Call-to-Action, utilize Personalized Design to single out the reader in order to appeal to their known needs and wants.

This diagram shows how the three main components of Personalized Design work together to create unique experiences while using a single Data Source.



DESIGN TEMPLATE

Design Template is the final format that the logic is programmed into - where your artwork or brand is used. This design is changed based on the values of Data according to the logic

Examples of final formats are:

- InDesign file
- Email
- Web site

Static Design

80%

of customers say the experience a company provides is as important as its products and services.



DATA

Data is any information that is used to personalize the piece for the reader. Each row in the data is a record, and can contain as much or as little information as needed.

Some examples are:

- Demographics (e.g. age group, religious affiliations, marital status, occupation)
- Purchase history
- Individual information (e.g. first name, last name, age, email address).

Team Leader	Crosby Falconer	Team Leader	Falconer
Team Leader	Crosby Westfield	Team Leader	Westfield
Team Leader	Crosby Arcade	Team Leader	Arcade
Team Leader	Crosby Boston	Team Leader	Boston
Team Leader	Crosby Sardinia	Team Leader	Sardinia
Team Leader	Crosby Union and Wherie	Team Leader	Union and Wherie
Team Leader	Crosby Gasport	Team Leader	Gasport
Team Leader	Crosby Caledonia	Team Leader	Caledonia
Team Leader	Crosby Middleport	Team Leader	Middleport
Team Leader	Crosby South Kendall	Team Leader	South Kendall
Team Leader	Crosby Jackson	Team Leader	Jackson
Team Leader	Crosby W Washington	Team Leader	W Washington
Team Leader	Crosby Fosterbrook	Team Leader	Fosterbrook
Team Leader	Crosby Fosterbrook TH	Team Leader	Fosterbrook TH
Team Leader	Crosby Lewis Run	Team Leader	Lewis Run

Customized Design

Obstacles to Personalization

54%

cite a lack of personnel



44%

cite a lack of budget



43%

cite a lack of knowledge/skills



LOGIC

Logic is the programming that turns Data into information, and uses that information to make changes to the design of the piece. Each piece of information can change the design

Some use examples are:

- A first name populating in different paragraphs
- Images changing based on previous purchases
- Color and paragraph styles changing based on age group
- Text copy changing based on the occupation of the recipient

Personalized Design

84%

of customers say being treated like a person, not a number, is very important to winning their business

FINAL THOUGHTS

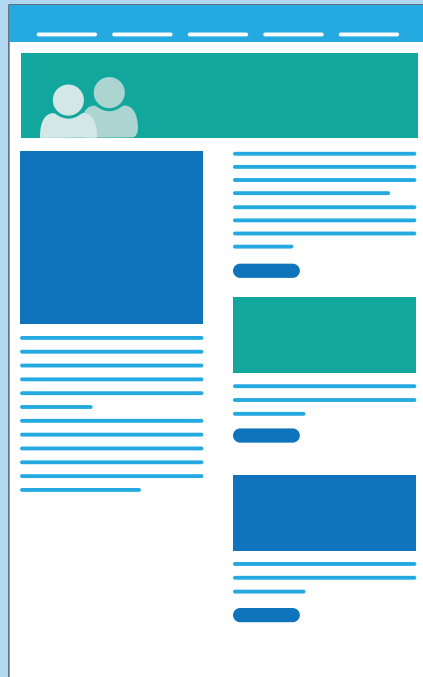
Personalized design can be a tremendous benefit to your business. Your message is delivered in a unique way to the individual. Providing information pertinent to what they are interested in, executing unique offers based on the readers interests.

Over multiple channels, you can provide relevant information to your readers. Multichannel via print, web, or email. Each method is unique, but with the same overall message.

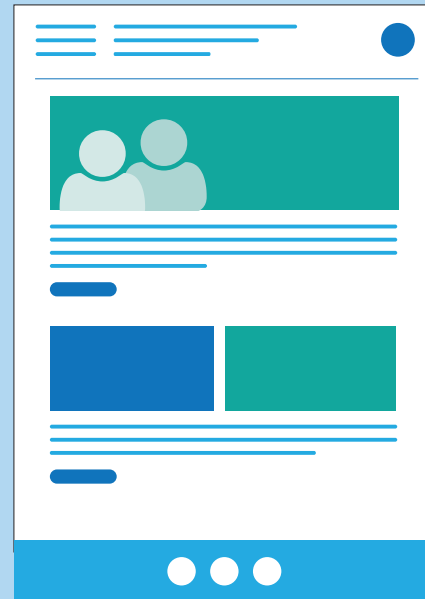
Think of the experience you want your customer to have. Use that to determine what channels are best for your message, and how you want to reach your customers.

Let Mercury provide you with our expertise and guidance in helping you find the right way to reach your customers. We can provide unique solutions to grow your business while keeping each of your customers informed in a way that brings benefits to all.

Website Personalization



Email Personalization



Print Personalization

