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# Digital Printing for the Data Driven



# Data-Driven Direct Mail Starts Here

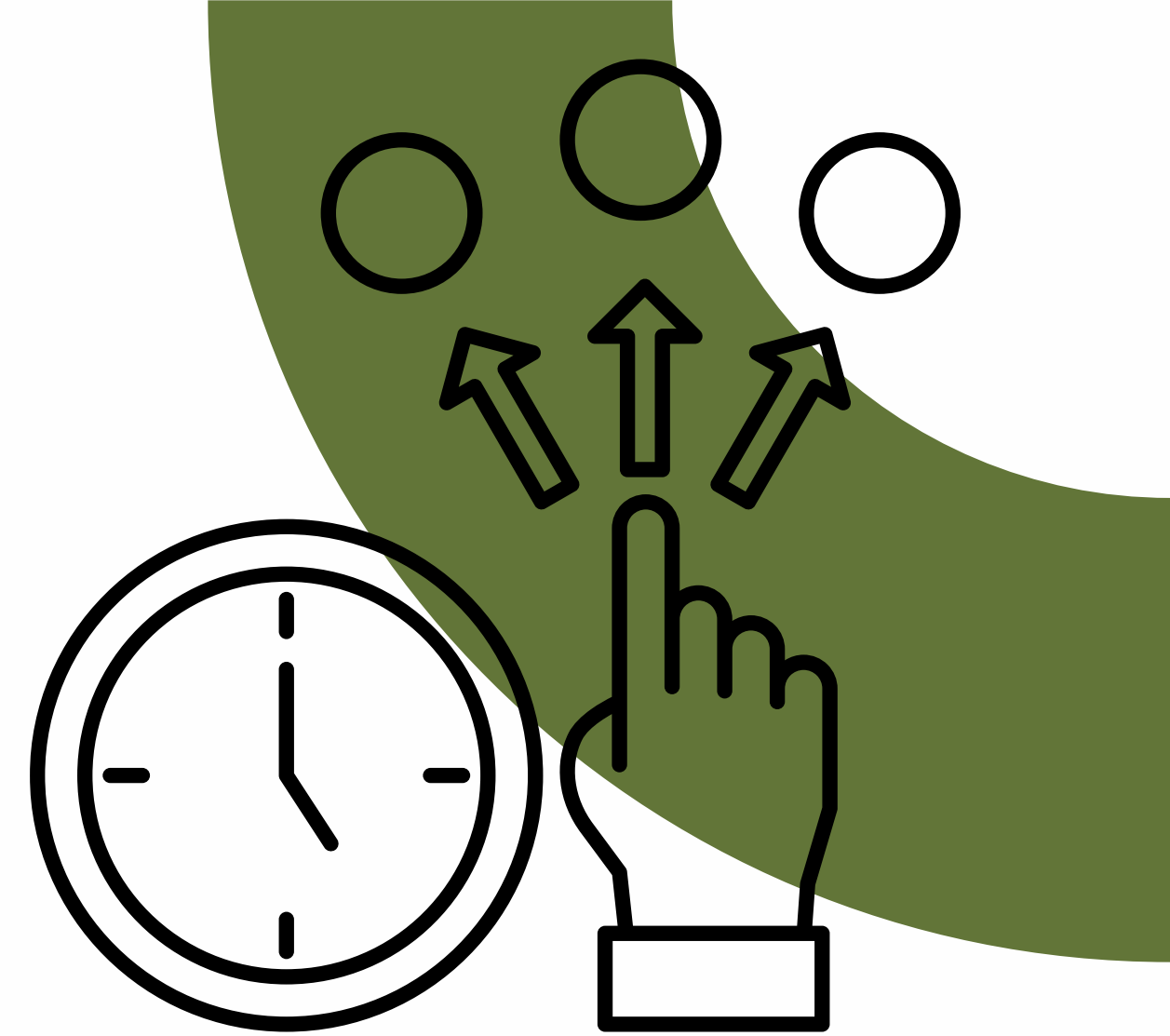
You already own the most powerful tool in direct marketing—👉 your data.



Digital Printing is a fantastic way that your data can come to life—delivering personalized, highly targeted messages to each recipient through digitally produced mail that speaks directly to their interests and behaviors.

# Why Digital Print Is a Game-Changer

**Hack #1: “Split-test with speed” – Launch A/B/C tests in a single production run using variable digital print.**



Traditional  
print limits vs.  
digital print  
flexibility

Personalized  
print = better ROI  
for list buyers =  
better renewals  
for brokers

Ability to  
prototype and  
test segments  
fast

# Data-Driven Personalization Tactics That Work



- **Going beyond (First Name) – images, maps, offers, donation asks based on, etc.**
- **ZIP-level giving capacity**
- **Prior donor/buyer history**
- **Geography, demographics, interest clusters**

**Hack #2: “Let the list shape the look” – design template logic that adapts to data segments.**





# Monetizing Lists with Print Capabilities



## Versioned Creatives Add Lift

Provide clients with audience-segmented messaging, formats, or offers using the same print run.

→ One list, multiple messages = better ROI



## Partner with Printers, Win as a Consultant

Align with digital print partners to offer execution-ready insights, not just raw data.

→ It's not just about list counts—it's about campaign performance.

## Add Value Beyond the Data

Your lists are more than names—they're strategic assets when paired with the right print approach.



## Reduce Waste

Digital printing significantly reduces waste with virtually no spoilage created compared to traditional printing/personalization methods.





# Case Study

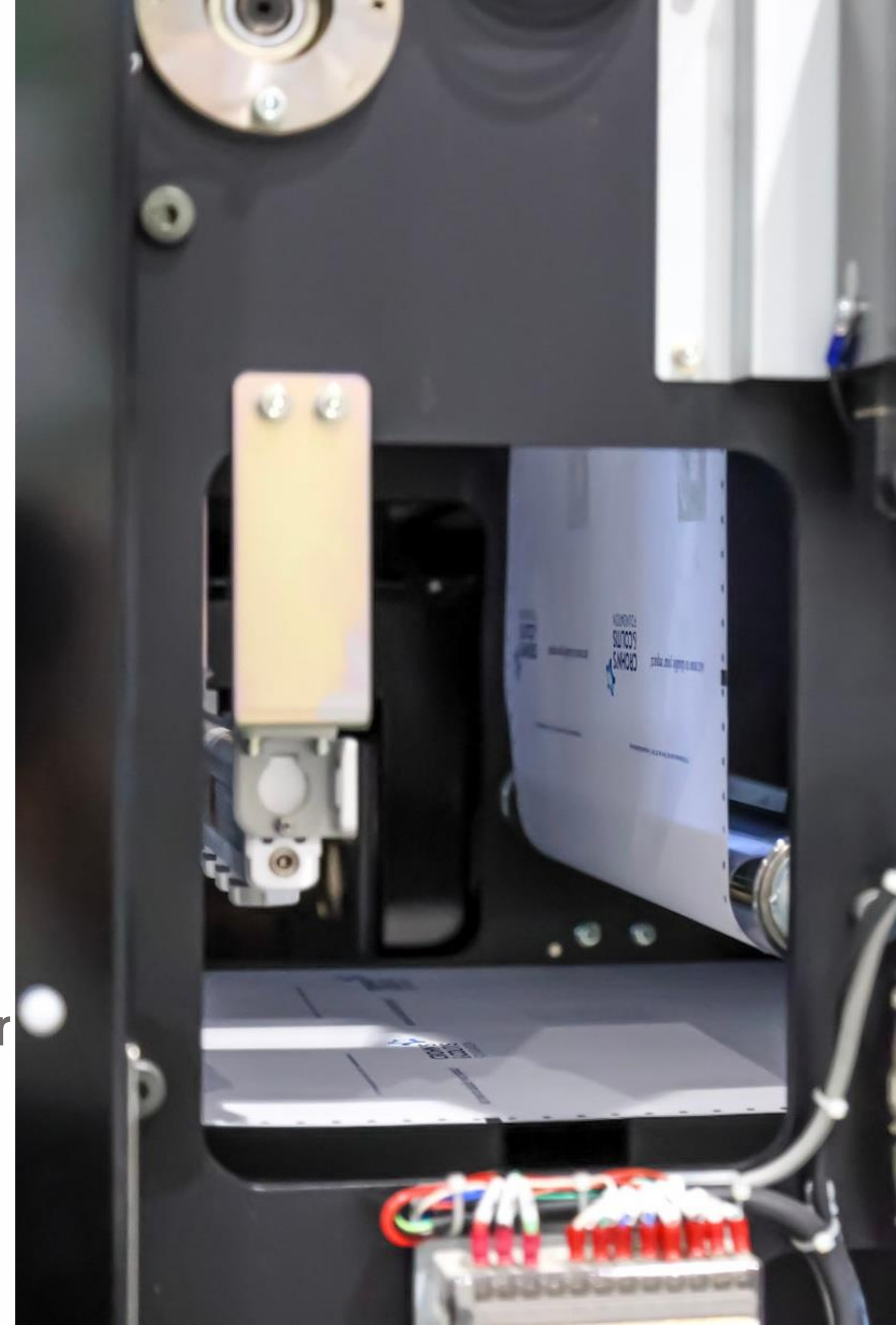
## Before:

- Generic letter, static layout
- 1.8% response rate
- Minimal tracking → little insight into performance
- High print volume = higher waste, flat ROI

## After:

- Variable donor names, gift amounts, local impact language
- Personalized imagery based on donor ZIP
- Unique QR codes + personalized URLs (pURLs)
- 6.3% response rate (250% lift)
- 30% reduction in overprint waste
- 18% increase in annual donor renewals

**Hack #3: Bundle Smarter**





# Key Takeaways

- **Personalization is performance.** Digital print lets you transform raw data into relevant, high-impact mail—at scale.
- **Segmentation shapes strategy.** From ZIP-level targeting to interest-based messaging, smart data drives better design, offers, and ROI.
- **Print smarter, not harder.** Hybrid production strategies and versioned creatives maximize budget without sacrificing relevance.
- **Track, learn, optimize.** Use response data—QRs, pURLs, heatmaps—to refine list quality and improve future campaign performance.
- **Your data is your leverage.** As a broker, pairing valuable lists with digital print capabilities positions you as a strategic partner—not just a vendor.



# Thank you!

Contact

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