

anner when he pressed the Mitsubishi press to print 0-micron, 100 per cent of the time. "It's a huge advantage. The press is already fingerprinted for Staccato and know it does not change. Colour coming off of it now and a month from now, a year from now, is going to be the same," he says. "It is just a matter of ICC profiling all

stick the PMS orange in [the HP 5000]," says Damian, highlighting how Ampersand can use their quality position with the new press

THE 1:1 LAB

Nine months ago, Xerox Canada took the relatively slow adoption of variable data printing into its own hands and began a research project unique in the printing world. It opened up the 1:1 Lab at its Mississauga-based Xerox Research Centre of Canada (XRCC), a place where material patents are born every year. The 1:1 Lab, however, would become a testing ground for its customers and Canadian Marketing Association members to create data-driven 1:1 marketing. What follows are the first results released by the lab.

They come from an experiment to compare 1:1 direct-mail marketing campaigns with traditional direct mail for Heritage Education Funds Inc., one of Canada's premier providers of Registered Education Savings Plans (RESPs), with assets approaching \$1 billion. While these results must be taken with a grain of salt, as they are not created under a real-world production setting, the test was performed on Heritage's very real clients.

Heritage was introduced to the 1:1 Lab through its print supplier, On the Mark Graphics, which worked with Terminal Van Gogh, a data-driven consulting firm, to help produce the job. Ultimately, the job was printed at XRCC on an iGen3 110-impression-per-minute production machine, using Xstream Dialogue software.

Heritage's objectives were to increase response rates with an individualized mail piece and to persuade clients to increase their current RESP contribution. In November 2004, approximately 20,000 direct-mail pieces were sent to Heritage customers, about half traditional "static" mailings and half 1:1 direct-mail pieces.

Each client in the 1:1 sample received a direct-mail piece that clearly reflected the age and gender of their children. For example, a client with a 5-year-old daughter enrolled in an RESP received a piece featuring photos of a 5-year-old girl. As well, the text would automatically reflect the gender and number of children in the household.

Instead of the generic contact information, each 1:1 piece included the respective Heritage agent's signature. On the reverse, graphs depicted the current and future value of each child's RESP, reflecting the various contribution increases offered by Heritage. The template would automatically adjust to fit the required number of graphs, depending on the number of children enrolled. According to Xerox, within the first three weeks, the personalized piece generated a response rate 10 times higher than the traditional piece.

Xerox claims the rate of return for the 1:1 piece was 163 per cent higher – without any follow up from Heritage sales representatives. Once sales representatives called their clients, the response rate was 191 per cent higher. At the conclusion of the campaign, the 1:1 piece delivered a 76 per cent increase in the number of units sold over the traditional piece. As well, the cost to Heritage per customer acquisition decreased by 21 per cent.

The traditional direct-mail appeared to have little influence in changing the client's purchasing decision: 29 per cent of respondents chose to make a lump-sum contribution, 27 per cent chose to contribute monthly, and one per cent selected a yearly contribution. These numbers are in stark contrast to results from the 1:1 piece: more than 90 per cent of respondents chose to make a monthly payment, and the average monthly contribution was increased by \$40.

For Heritage, the total cost per 1:1 direct-mail piece was 60 per cent higher than the traditional piece. However, Xerox points out that the revenue generated from the responses to the 1:1 piece easily made up for the higher per unit cost.

Year of Birth	Year of Enrollment	Amount of CESG	Estimated Cost of Post-Secondary Education
2004	2007	\$48,750	\$117,447
2005	2008	\$48,750	\$108,957
2006	2009	\$48,750	\$100,748
2007	2010	\$48,750	\$92,857
2008	2011	\$48,750	\$85,238
2009	2012	\$48,750	\$77,938
2010	2013	\$48,750	\$70,913
2011	2014	\$48,750	\$64,213
2012	2015	\$48,750	\$57,800
2013	2016	\$48,750	\$51,638
2014	2017	\$48,750	\$45,697
2015	2018	\$48,750	\$40,038

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