

Messages with personalized, one-to-one content and full-color imagery can result in a 36% higher response rate to your marketing materials while increasing order sizes by 24%.<sup>1</sup>



## THE CURRENT MARKET: Color, Relevance, and Media Channels

A study of U.S. consumers by Leflein Associates revealed that 69% would be more likely to open a mail piece with color text and graphics before opening a plain white envelope.

### Email Alone = Customer Dissatisfaction<sup>2</sup>

- Message overload – important emails are getting filed with promotional offers
- With an increasing number of emails, customers are ignoring messages
- Complaints are rising, especially from top-tier customers

### Multi Media Channel Programs = Success<sup>3</sup>

- Using multiple channels, brands achieved 60% greater transactions than mail-only
- Click-to-conversion rates were doubled compared to email-only programs
- 66% increase in average order size over either mail or email alone

Direct mail is still growing, with color outpacing black and white. Deliverability, richer graphics and more personalization are the top reasons marketers have switched back to direct mail. Here are some important numbers:<sup>4</sup>

- 95% of transactional documents are opened and read, providing an excellent vehicle for reaching customers with other types of messages and information
- On average, a consumer will spend one to three minutes reviewing a critical document. This is how much time the marketer has to capture a recipient's attention when using the transactional document as a marketing tool.<sup>5</sup>

High volume communicators should look to stand out by adding color and personalization to common applications and product offerings:

- Targeted Acquisition Mailers
- Loyalty and Retention Mailings
- Versioned Marketing Collateral
- Custom Catalogs and Booklets
- Transactional and Operational Mailings

**TAYLOR**  
COMMUNICATIONS

# Why Choose Taylor Communications

Taylor Communications' programs enable optimized delivery of online and printed marketing campaigns, assets and initiatives that advance your reputation and provide actionable insights. We partner with customers to develop integrated programs for managing their branded marketing and mission-critical communications, focusing on optimizing messages through the right multiple media channels at the right time.

Taylor Communications drives results through a powerful combination of technology, services and production:

- Highly secure, national network of production centers
- Market leading HP Inkjet Web Presses that deliver unsurpassed variable color, quality, and speed at an affordable level
- Critical brand colors managed consistently across platforms
- Advanced composition and business rules engines
- Robust suite of multi-channel delivery options
- Marketing campaign strategy and design services
- Dynamic messaging to drive one-to-one messaging
- Analytics to demonstrate results and insights
- Data aggregation and postal optimization services

**SCI SOUTH CENTRAL INDIANA REMC**  
 MONTHLY STATEMENT  
 Electric Usage - Past 12 Months  
 Account History  
 Meters  
 Billing Summary  
 Total Amount Due  
 Current Charges Due By

**National Bank**  
 Mr. Paul Smith,  
 Ask for your Star Credit Card  
 The only one in the market that returns 3% of your purchases!!

**SCI SOUTH CENTRAL INDIANA REMC**  
 Statement ID: 3776946  
 Account Number: 1028181  
 Due Upon Receipt: 78.00  
 Amount if Paid After 08/05/2017: 78.75

TEAL LAURETTA M  
 JEFFERY W TEAL  
 3814 E CARROLL DR  
 CAPRIEL, IN 46630

SOUTH CENTRAL INDIANA REMC  
 P.O. BOX 3710  
 MARTINSVILLE, IN 46151-3710





## Platform Benefits:

- Eliminate the need to find, integrate and manage multiple suppliers across both your operational and marketing communications programs
- Focus freed investments and resources on serving your customers
- Reduce costs of executing and maintaining your business critical communications
- Offer your customers preferred media channels of communication across both physical and digital media choices
- Use targeted messaging, online tactics and analytics to:
  - Increase relevancy, improve satisfaction and loyalty
  - Cross-sell and/or up-sell products and services to increase revenue
  - Prove a return on investment for your communications programs
- Maintain integrity and confidentiality of your customer's data
- Leverage high-speed variable color to optimize customer engagement and maximize return on investment of any of your communications programs:
  - Add color to traditionally black and white communications to increase brand engagement and ROI
  - Eliminate the need for base stock, inventory management and obsolescence
  - Free up real estate limitations by eliminating pre-printed base stock and driving full one-to-one messaging to your customers campaign-by-campaign
  - Increase speed-to-market with the faster turn times and SLAs of high speed color
  - Eliminate costly, error-prone inserts by imaging them in-line to the communication
- Implement data analytics to see results and actionable insights to feed the next campaign
- Rely on a proven partner like Taylor Communications with an established continuity plan

## Additional Capabilities:

- In-line dynamic perforations
- In-line hole punching in standard 3, 5 and 7 hole configurations
- Roll-to-roll with sheet cutting, collating, folding and inserting
- Drilling
- Padding
- UV coating
- Scoring
- Folding
- Padding
- Polywrap
- Binding
  - Perfect
  - Coil
  - Comb
  - Wire O
  - Velo
  - Tape
  - Saddle stitch
  - Square

# Proven Results.

Here is how one company achieved a higher response rate and a greater impact on their customers with personalized mailings...

A bank that sends 675,000 transactional communications to its customers annually had not updated their document design in nearly 20 years. The bank wanted to rejuvenate its brand and provide an updated look, so they engaged Taylor Communications to redesign the documents and execute their communications programs. After conducting a series of surveys and focus group research to identify customer preferences, Taylor Communications presented design choices to the bank and their customers in black-and-white, full and variable color, with text, highlights and images positioned on different areas of the documents. This live engagement with the sample documents revealed interesting insights that were ultimately incorporated into the final design.

Since the redesign was implemented, all of the bank's associations share a common template with areas that can be personalized with services, cross-sell and up-sell messaging based on each location's goals and marketing message. Customizations are managed through a web portal where they can compose and upload messages every month, creating data-driven personalization that is tailored to targeted customers based on their profile characteristics. Plus, it's all done without the pain of manually managing the development, printing and inserting of additional items into a customer communication each month.

By working with Taylor Communications, the bank:

- Reduced mailed pages by 12%, representing \$35,000/year in savings
- Increased staff productivity through a self-care marketing portal
- Avoided capital investment in software
- Improved customer satisfaction through redesigned communications
- Enhanced brand image through use of color and one-to-one messaging



“Taylor Communications has been a great partner in helping us implement and execute our Retention Program, allowing my team the ability to focus more exclusively on improving our customer experience.

We are pleased with the success of the program thus far and will continue to work with Taylor Communications to achieve even stronger results.”

- VP of Marketing