Variable Data Printing

Contact the Office of Marketing and Communications for design assistance
What is Variable Data Printing (VDP)?

- Allows certain portions of a document to be personalized without stopping or slowing the process of printing
  - Small information change on each copy of a form document
  - Full customization of texts and graphics for each individual or address

Potential Areas of Application at BU

- Admissions – targeted students & programs
- Athletics
- Alumni - Advancement – fund raising
- Parents
- More..................
Fusion Pro Software Provides New Capabilities to BU

**Print**
- FusionPro Desktop
  - VDP design tool with desktop composition

**Imagery**
- FusionPro Expression
  - Image personalization creation and composition

**Web**
- FusionPro Links
  - Personal URL creation, landing page hosting, and campaign tracking system
- Email with ExacTarget
  - Create personalized email campaigns with targeted text and images
FusionPro® Desktop

- Desktop VDP solution
  - Adobe Acrobat plug-in, InDesign and Quark
  - Mac and Windows versions
- Build templates with the right messaging and imagery to create dynamic marketing pieces
FusionPro Expression Functions

- Output personalized imaginaries for print, e-mail, and web using data, imagery, and fonts
- Contains 6 different personalization effects
- Use foreground images
- Apply text effects and rules
- Image repository system (producer editions)

Intuitive User Interface
VDP “Steps” palette

Robust Imposition Capabilities
Item rotation, stacking and duplex flip control
THE ULTIMATE IMAGE PERSONALIZATION SOLUTION SUITE
FusionPro® Links – Sample
FusionPro® Links – Sample

The Way You Buy Printing is about to Change!

Coleman, stop waiting on proofs!

CLICK to create your item – proof on screen – exactly what you will see.

PRINT orders are processed online – saving time and money!

SHIP upon completion of your order!

We have created a personalized online demonstration just for you!

try it now! and receive your FREE full color personalized note pads, just for trying!

Type the following URL in a web browser: tryitnow.printbasics.com/colemankane

Coleman,

You are now on a PURL, a personalized webpage, also called a microsite. It is a great way to make your direct mail more successful. Case studies have shown that PURLs can give you a much higher response rate – up to fifteen to twenty percent — rather than the typical industry standard of two percent. PURLs are something you might consider in your next direct mail campaign. As you can see, our offer of free notepads compelled you to visit this page.

While you are here to place your order for notepads, you will experience the convenience of Print Basics’ online print order solutions. What better way to see how easy it is than to try it out yourself?

When you click on the try it now button, you’ll be given a unique user name and password to access an actual working site where you’ll complete an order for full-color personalized note pads. It’s all very simple. You’ll choose artwork, drop in your name and then print it all online. Upon completion, you’ll receive your free notepads in about the working days.

Thank you for stopping by and we hope you enjoy the online print order experience at Print Basics. Please click on the try it now button to get started.
FusionPro® Links

• Mailing list is used to generate Personalized URLs for each individual in mail file

• Personalized landing pages using variable text and images provide a “call to action” geared toward each respondent’s profile

• Generate powerful reports and gain immediate insight into the effectiveness of your campaign
Data is key to creating an effective campaign.

- **Output**
  - PURL
  - Poster
  - Postcard
  - E-mail