


MAIL WITH PERSONALIZED MAPS Gets Noticed & Gets Results



The image shows a hand holding a personalized direct mail piece. The mail piece features a map with a red star marking 'Swan Insurance' and a red square marking 'John'. The map includes street names like W Oak Ln, W South Ave, Scott Ave, Chester Ave, E Glenholme Ave, S Elmwood Ave, Prince Ave, Elmwood Ave, and Dalmat Dr. The mail piece also includes a postage meter stamp for 'PRST STD U.S. POSTAGE PAID PITTSBURG, PA PERMIT NO. 999', a barcode, and the recipient's name and address: 'John Consumer, 147 West Airport Road, Lititz, PA 17543'. A handwritten-style message reads: 'Visit our local office to make your selection!'.

GeoNova makes it easy to use
variable data mapping in direct mail

Create Winning VDP Direct Mail

Variable data maps are a one-to-one messaging tool that dramatically increases direct mail ROI. Each piece in your print run can feature a different map, dynamically generated using a geographic information system, that shows each recipient's home positioned by your nearest retail location. Let us show you how to take advantage of variable data printing to show custom maps on every piece in your mailing, without slowing down the press.

Call today for more information!

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