VDP campaign checklist

Here's a list of points we recommend to ensure a successful VDP campaign.

To learn more about Fiery FreeForm Create, visit the [webpage](#).

1. **Determine the overall campaign goal. What is the purpose of the campaign?**

    ☐ What information is being communicated?
    ☐ What is the call to action?
    ☐ Who is the audience (or audiences)?
    ☐ Are there different messages for different audiences? If so, how many?
    ☐ How many total variations need to be produced?
    ☐ How do I measure success for my campaign?

2. **Get your data source (customer list)**

    ☐ The best response rates come from active customers or those who have opted in to receiving communications.
    ☐ If you do not have a list or are interested in reaching new markets, consider the following:
    - Contact a publication or trade association in the desired market to see about coordinating a campaign
    - Contact list brokers like [MelissaData](#) or [Dun & Bradstreet](#)
    - United States Postal Service [Every Door Direct Mail](#)
    ☐ Make sure your list is cleaned/validated. Bad data = unsuccessful campaign
    - Here is a helpful link to learn more about cleaning Excel files.
        - [Top ten ways to clean your data](#) (Microsoft)
    - Ensure your list contains all the data fields to support your campaign goals.
    - If desired, sort your list properly to take advantage of United States postage discounts. If outside the U.S., check postal discounts in your country.
    - United States Postal Service (USPS) direct mail standards:
        - [NCOA](#) (national change of address) – ensures addresses are consistent with any change of address forms submitted to USPS
        - [CASS](#) (coding accuracy support system) – adds the last four digits to the zip code making it a zip + 4, creating a common format for address matching.
        - [PAVE](#) (Presort Accuracy, Validation, and Evaluation) – validates programs that presort mailings for both automation and non-automation rate discounts for First-Class ™, Standard, nonprofit, and Periodicals mail, including destination discounts.
    - [Every Door Direct Mail](#)
        Third-party programs are available to sort/certify data to meet these USPS standards, such as:
        - [AccuZIP](#)
        - [MelissaDATA](#)
    - Make sure all variable elements are separated into their own columns.

3. **Determine how much of the printed piece will be variable.**

☐ Is your data source structured so that this is possible?
☐ Pick the variable elements that will have the most impact with your audience. Don't just make everything variable for the sake of doing it.
☐ If you're using names/addresses, do a test with the longest and shortest records to make sure you've allocated the right amount of space in your printed piece (prevents awkward breaks or text wrapping).
   o Use the filter feature in the FreeForm Create Preview.

4. **Is your campaign using channels other than print (PURLs, QR codes, etc)?**

☐ Do you have the right messaging in your printed pieces to properly integrate these elements?
☐ Do you have an application to generate cross-media elements?
   o You can use FreeForm Create to generate more than 150 different types of barcodes.
      ▪ Are your barcode contents input correctly in your data source?

5. **Are you using variable images?**

☐ Are the images sized correctly?
☐ Are they print resolution?
☐ Do you have the right FreeForm Create accelerators, folder locations, and image names in your data source?