



# 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:
  - o Contact a publication or trade association in the desired market to see about coordinating a campaign
  - o Contact list brokers like [MelissaData](#) or [Dun & Bradstreet](#)
  - o United States Postal Service [Every Door Direct Mail](#)
- Make sure your list is cleaned/validated. Bad data = unsuccessful campaign
  - o Here is a helpful link to learn more about cleaning Excel files.
    - [Top ten ways to clean your data](#) (Microsoft)
  - o Ensure your list contains all the data fields to support your campaign goals.
  - o 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.
  - o 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.
  - o [Every Door Direct Mail](#)  
Third-party programs are available to sort/certify data to meet these USPS standards, such as:
    - [AccuZIP](#)
    - [MelissaDATA](#)
  - o 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).
  - 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?
  - 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?



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