



# Make print personal

A guide to variable data printing success



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Sr. Product Marketing  
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Product Manager



# Welcome to today's webinar

## Housekeeping





# Today's team



**Joanna Portella**



Marketing Communications  
Manager



**Giselle Robeson**



Senior Product Marketing  
Manager



**Hans Sep**



Product Line Manager

# What we'll cover today

- Quick refresher on VDP
- Why should I offer VDP?
- How to overcome barriers
- How do I get started?
- Meet Fiery FreeForm Create
- Next steps



# Poll



## Which describes the VDP services you offer today?


- A. I don't offer VDP yet, but I'm interested in it
- B. Basic variable text (like addressing)
- C. Full VDP (includes variable images, personalized text, barcodes)






# A quick refresher on VDP

VDP = **V**ariable **D**ata **P**rinting




80 Griffin Mountain Loop  
Whistler BC V0N 1B4  
Canada

POSTAGE  
PAID  
PERMIT #XXXXXX



00 270 123456 200800001 98765 4321 01

**Blondelle Dureden**  
4 Dexter Avenue  
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**Bobbie Petrushanko**  
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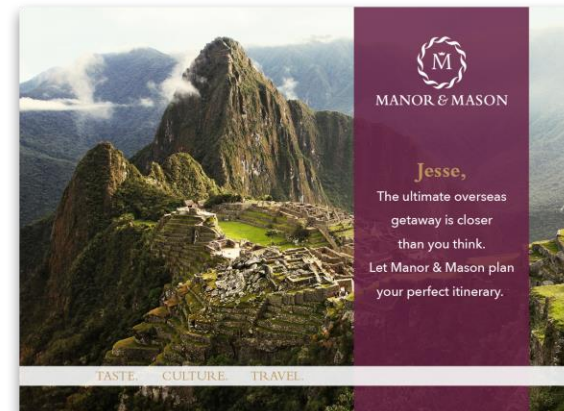
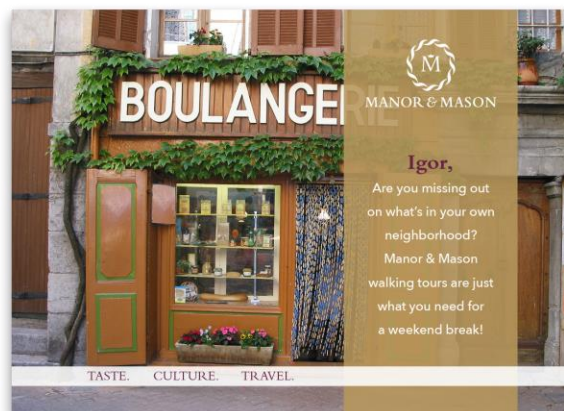


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# A quick refresher on VDP

VDP = **V**ariable **D**ata **P**rinting



# Why should I offer VDP services?

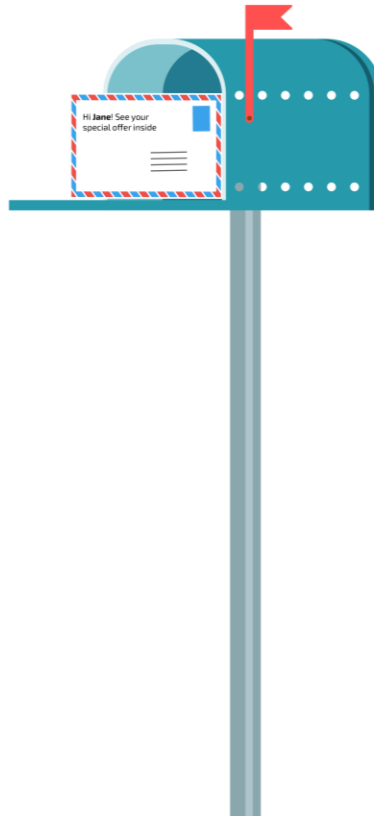


Benefits for my customers

## Higher response rates



Response rate for non-personalized mail piece:  
around 2%



Response rate for  
personalized mail piece:  
around 6%




*Laura*

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# Why should I offer VDP services?

Benefits for my customers

## Attention grabbing



# “Mailboxes don’t have spam filters”

- Mail has all the feels
- Mailboxes are less cluttered





# Why should I offer VDP services?

Benefits for my customers

## Effective for all demographics

	18-26	27-42	43-58	59-68	69-77
1	Social media	Social media	Direct mail	Social media	Direct mail TV
2	Ads on streaming services	Direct mail	TV	Direct mail	Catalogs
3	Direct mail	TV	Social media	Catalogs	Email marketing

# Why should I offer VDP services?



## Benefits for PSPs



Higher  
margins



New  
customers



Happier  
customers



Additional  
revenue  
potential



More  
efficient for  
graphic  
designers



# Barriers to offering VDP ...and how to overcome them

"VDP software is too expensive for my business"

**Free tools are available**

"I don't know how to work with the data"

**Learn how to ask the right questions**

"It doesn't fit into our business model"

**Can you afford not to offer VDP?**

"We don't have the technical skills"

**User-friendly tools are available**

"My clients won't be interested"

**Show them the value of VDP**

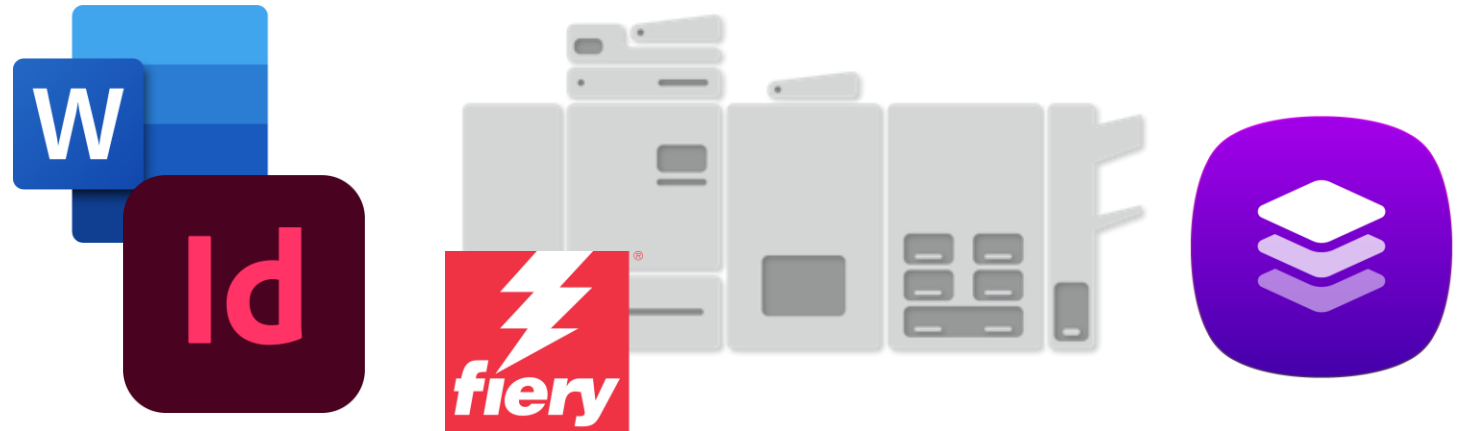


# How can I get started?

## What you need from your customer



## What you need in your shop

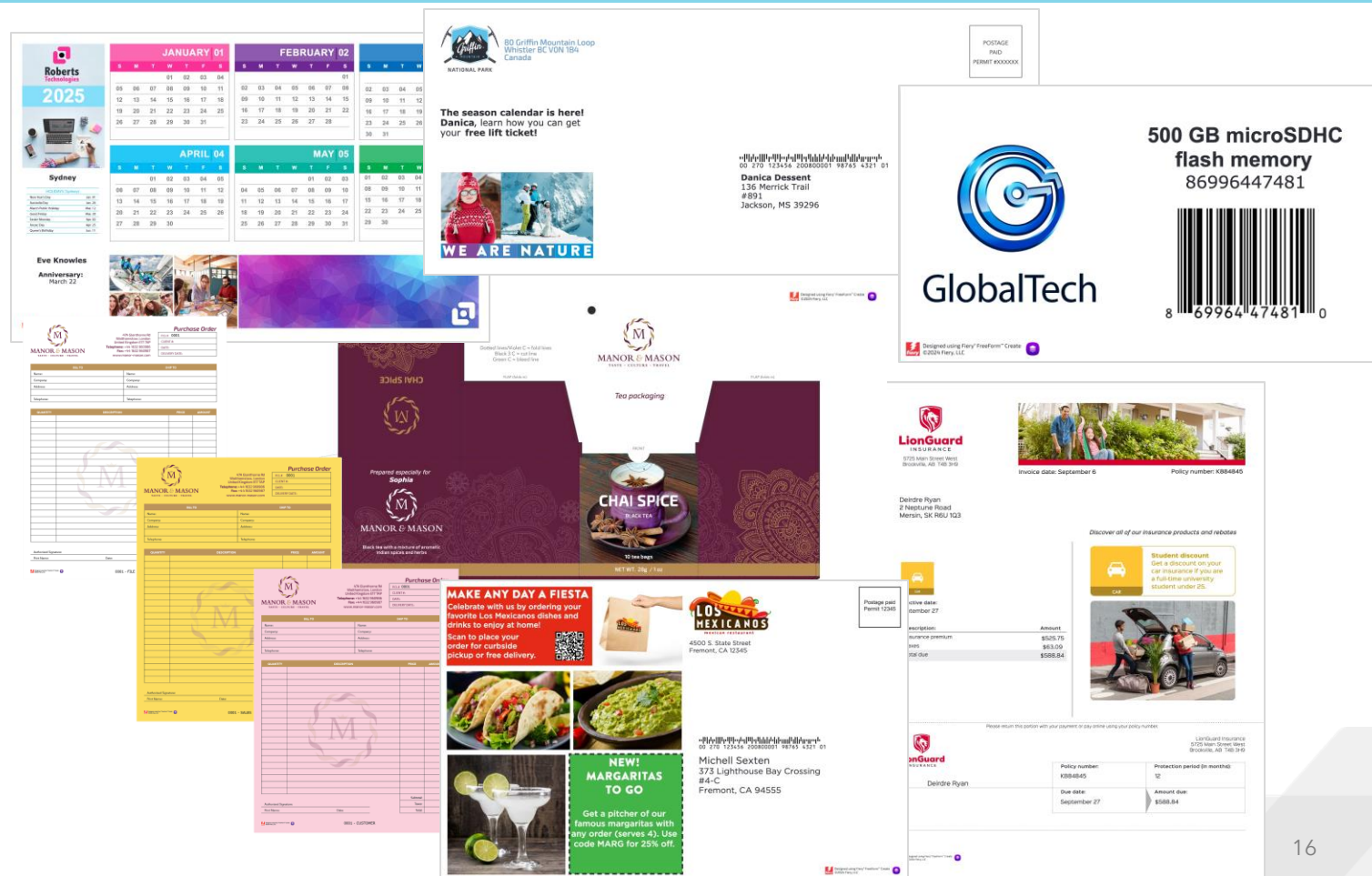




# Fiery FreeForm Create

Free, easy VDP

- Stand-alone visual VDP creation application for Fiery servers
- Add variable text, images, or barcodes with just a few clicks
- Intuitive interface that's easy for anyone to use



# Poll



**Is data security in VDP jobs a concern for you and/or your customers?**

A. Yes

B. No

**How often do you have issues with data sources provided by customers?**

A. Almost every VDP project

B. Frequently

C. Occasionally

D. Rarely

E. Never





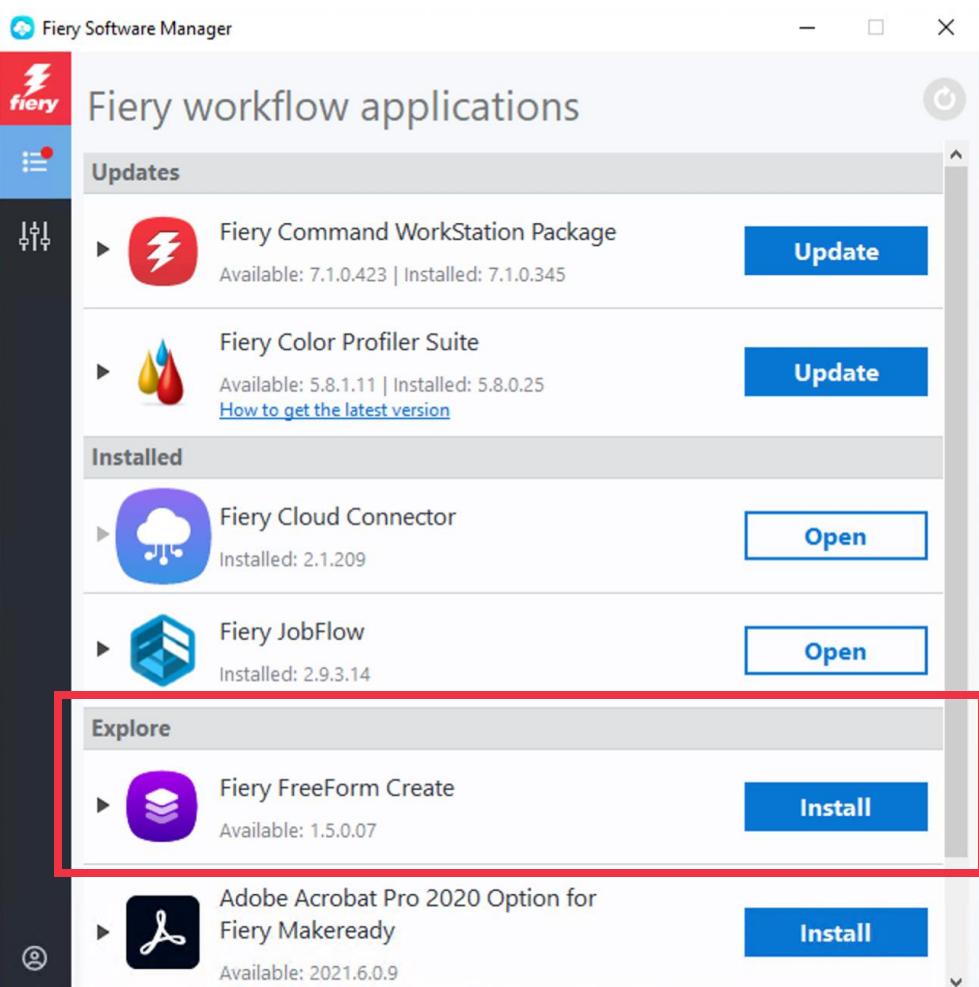
DEMO



**NEXT  
STEPS**



# Download FreeForm Create



## Fiery Software Manager

Download the app

Make sure you're on the latest version!

# Download FreeForm Create



**Stand-alone installer**



[fiery.com/freeformcreate](https://fiery.com/freeformcreate)

## DID YOU KNOW?



**You can use FreeForm Create  
without access to a Fiery server**

Ideal for customers concerned  
about data security or complying  
with regulations like GDPR



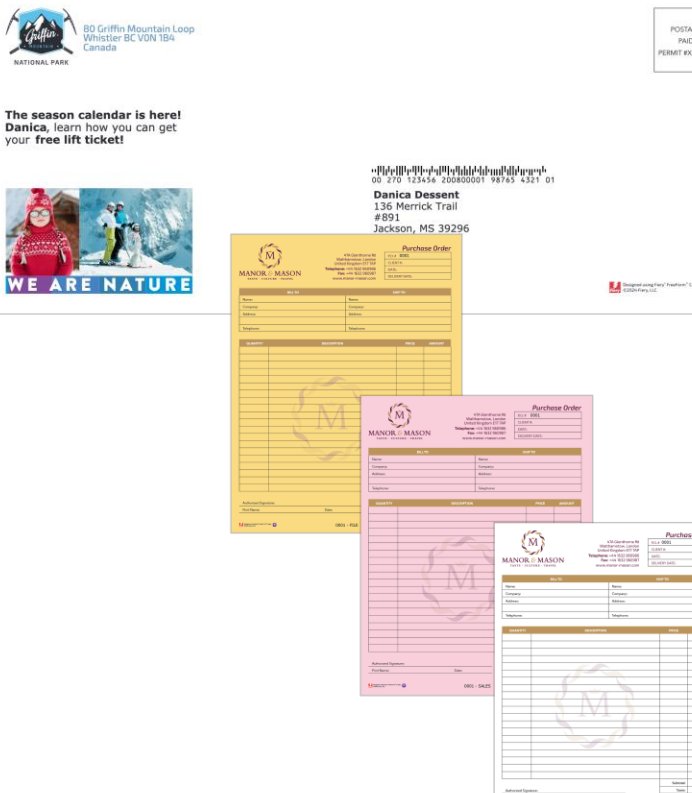
# Train your staff

## Free sample files



**fiery** **FreeForm Create**  
Overview guide

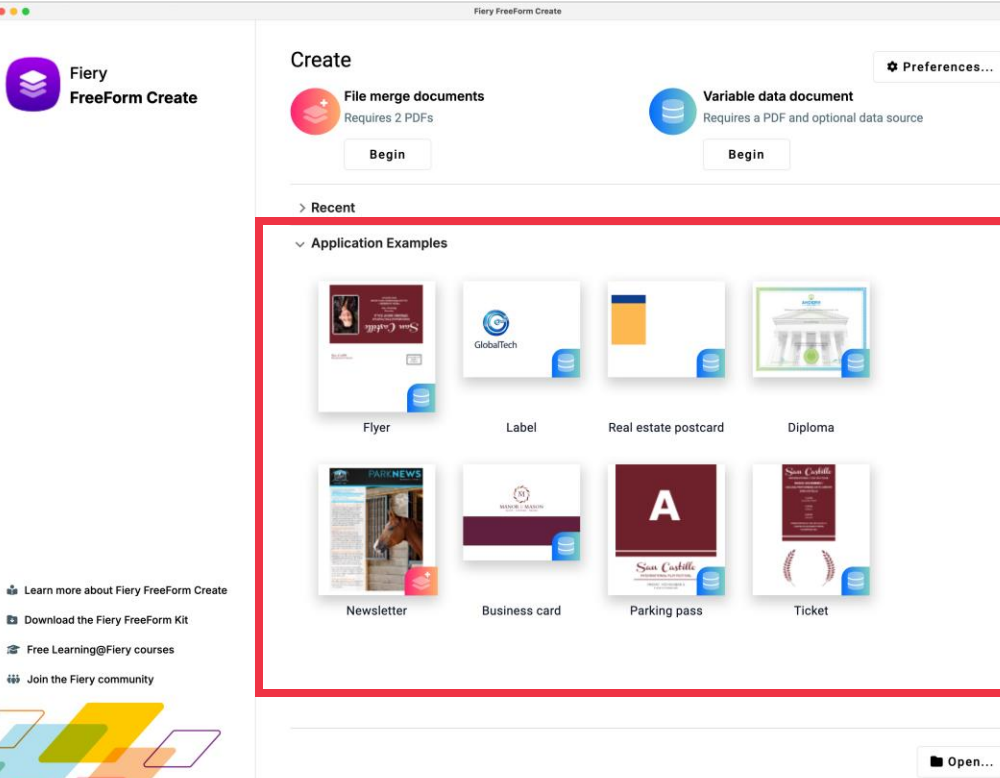
Last updated: November 2024



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**Purchase Order**

**MANOR & MASON**



**Fiery FreeForm Create**

**Create**

- File merge documents**  
Requires 2 PDFs  
[Begin](#)
- Variable data document**  
Requires a PDF and optional data source  
[Begin](#)

[Preferences...](#)

**Recent**

**Application Examples**

- Flyer**
- Label**
- Real estate postcard**
- Diploma**
- Newsletter**
- Business card**
- Parking pass**
- Ticket**

[Learn more about Fiery FreeForm Create](#)

[Download the Fiery FreeForm Kit](#)

[Free Learning@Fiery courses](#)








[Join the Fiery community](#)









[Open...](#)






# Train your staff

## Demo videos

Application	Description	Additional resources
	<b>NCR</b> See how easy it is to create NCR forms (uncollated or pre-collated).	Watch the <a href="#">how-to video</a> (English only)
	<b>Envelope</b> See how easy it is to create personalized envelopes	Watch the <a href="#">how-to video</a> (English only)
	<b>Personalized package</b> Create a personalized tea box that includes the recipient's name and a tracking barcode.	Watch the <a href="#">how-to video</a> (English only)
	<b>Restaurant postcard</b> Create a postcard for a restaurant promoting takeout/delivery services with personalized text and barcodes.	Watch the <a href="#">how-to video</a> (English only)
	<b>Salon postcard</b> Create a postcard for a salon promoting a grand re-opening with personalized text, barcodes, and images.	Watch the <a href="#">how-to video</a> (English only)
	<b>Statement</b> Create a statement with spot colors and personalized text, images, and barcodes.	Watch the <a href="#">how-to video</a> (English only)
	<b>Ticket with clear toner</b> Add variable content using clear toner as a security feature. Requires a supported Fiery Driven printer.	Watch the <a href="#">how-to video</a> (English only)

	<b>Ticket with two specialty colors</b> Create a ticket that includes two different specialty colors in the master and variable content. Requires a supported Fiery Driven printer.	Watch the <a href="#">how-to video</a> (English only)
	<b>Business card</b> Create business cards using variable text fields.	Watch the <a href="#">how-to video</a> (English only)
	<b>Product labels with barcodes</b> Create product labels that include barcodes.	Watch the <a href="#">how-to video</a> (English only)
	<b>Diploma</b> Easily create personalized diplomas using variable text fields.	Watch the <a href="#">how-to video</a> (English only)
	<b>Personalized calendar</b> Use variable text and images to create personalized calendar for employees around the world.	Watch the <a href="#">how-to video</a> (English only)
	<b>Real estate postcard</b> Use variable text, images, and barcodes to create personalized postcards.	Watch the <a href="#">how-to video</a> (English only)
	<b>Invitation flyer</b> Use variable text fields to turn a static flyer into a personalized invitation.	Watch the <a href="#">how-to video</a> (English only)
	<b>Parking pass</b> Add variable text fields to a parking pass for enhanced security.	Watch the <a href="#">how-to video</a> (English only)

	<b>Appointment reminder postcard</b> Use variable text fields to create a personalized appointment reminder postcard.	Watch the <a href="#">how-to video</a> (English only)
	<b>Ticket</b> Add variable text fields and a QR code to an event ticket for enhanced security.	Watch the <a href="#">how-to video</a> (English only)
	<b>File merge newsletter</b> Newsletter with personalized content for 3 different audiences. Use the file merge workflow to select the appropriate cover from the master, and merge the variable content into the final file.	Watch the <a href="#">how-to video</a> (English only)

Also available at



# Fiery Educational Resources



Gain the knowledge and skills to work smarter and grow your career



## [Access a Massive Library of Learning Resources](#)

Dive into a collection of 500+ on-demand courses and materials tailored to your needs



## [Earn Industry-Recognized Certifications](#)

Boost your credentials with five top-tier certification programs



## [Access all How-to-Guides](#)

Go through step-by-step instructions with sample files to show the full potential the Fiery solutions





## 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.

# Get the checklist

## Helpful tips for VDP novices and experts alike



What is the campaign goal?



Is the CTA easy to understand?



How much will be variable?



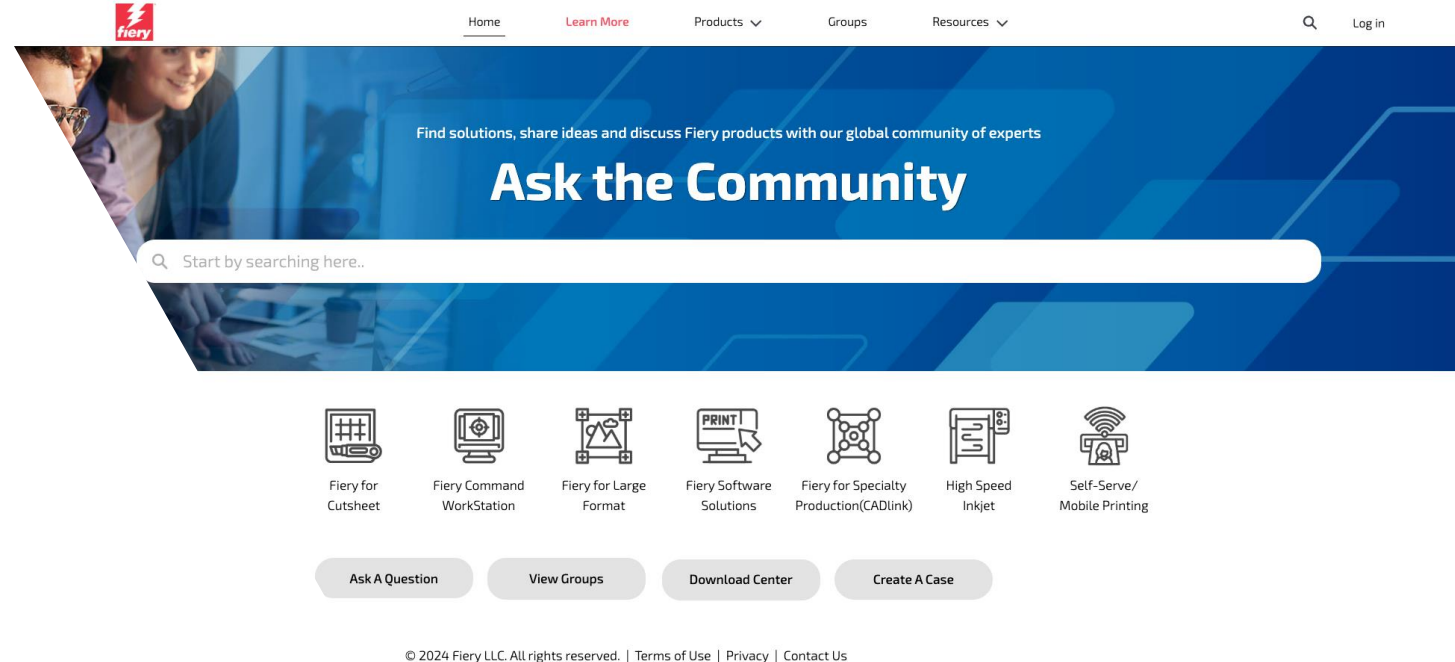
Do I have the right data? Is my data good?

# Connect with other users

## Fiery Communities

Find solutions, share ideas, and discuss Fiery products with our global community of 39k+ members

[Join the FreeForm Create group](#)



# Poll



**Would you use personalized images created by AI vendors like OpenAI and Google?**

- A. Yes
- B. No
- C. I'm not sure what this is

**What feature(s) would you like to see in FreeForm Create?**



# How to market VDP to your customers





# Final thoughts



- VDP doesn't have to be complicated or expensive
- FreeForm Create offers powerful VDP capabilities for advanced features like images and barcodes
- Take advantage of all our resources
- Go forth and create! Market yourselves!

# Coming up!

Fiery Pulse - our new webinar series  
designed to keep your print operations in  
peak health

- Learn how to check a file's spot colors
- Get the latest Pantone® libraries for your Fiery DFE
- Discover techniques to optimize colors for the closest match
- Have your specific questions answered by our color experts



SCAN ME