

## 1-to-1 Direct Mail

### Increase Response. Reduce Costs.

Print Sf is a powerful direct mail platform for sending both traditional and highly personalized mail. Studies demonstrate that personalized communication increases response by 2 to 10 times.

Until now, 1-to-1 personalization (also known as "variable data printing") was complicated and expensive, feasible only with a sizable campaign budget. Print Sf changes that, and makes 1-to-1 marketing easy and affordable for everyone.



Example: This 2008 Dreamforce event promo used 1-to-1 messages, images and PURL's driven live from Salesforce Accounts and Contacts.

With Print Sf, 1-to-1 messaging, images and offers can be driven by any Salesforce data, such as Lead, Contact and Account details, or from Campaigns, Opportunities, Cases, or any Salesforce data or report.

Print Sf's seamless integration with Salesforce saves countless hours of back and forth between your team, marketing agencies and print and mail vendors. With Print Sf, you simply personalize, proof and mail on-demand. The result: you dramatically reduce the time and cost to execute.

### Accurate, Deliverable Mail - Zero Waste

Print Sf assures you're not wasting money on undeliverable or duplicate mail. Lists are validated and corrected on-demand, with reports on undeliverable, corrected and duplicate records.

Reports on address errors are provided, and corrections can post back to Leads and Contacts in Salesforce.

List Detail	Edit	Build List	Order	Delete
<b>List Type</b>	Mailing Address Labels (USA)			
<b>Created</b>	10/29/2008 6:44:00 AM			
<b>Imports</b>	1 Import(s) were used to build your list			
<b>Records Imported</b>	6155 records were successfully imported			
<b>Records Corrected</b>	219 addresses were corrected			
<b>Duplicates Suppressed</b>	1751 records were suppressed as duplicates			
<b>Undeliverable</b>	125 have undeliverable addresses			
<b>Final List Count</b>	4279 records are in your List			

Print Sf often cuts your mail campaign waste & cost by 20%+ by only sending deliverable mail that's free of duplicates.

### Salesforce Integration Changes the Rules

Sure, Print Sf mails 1-to-1 postcards, but think bigger. Opportunities for personalized, data driven mailers exist across lead generation, channel partner campaigns, customer campaigns and employee communications.



Composed from any Salesforce data, or CSV file, all your mailable documents - from proposals to data driven statements and catalogs - can now be personalized, proofed and fulfilled on-demand.

- Postcards, Bi-fold & Tri-Fold Mailers
- 1-to-1 Envelopes and Window Mailers
- Invitations, Announcements & Thank You's
- Service Reminders & Statements
- Sales Letters & Personalized Proposals
- Personalized Catalogs and Offers
- Membership Kits & Newsletters
- Program Application & Admissions Packages
- Conference Packages & Name Badges
- Employee & HR Packages
- Training & Product Guides
- Custom Labels & Packaging
- Tickets & Coupons

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