



Direct Data Communication

Tri-Card Mailer

Variable Data Printing - Graphic Design - Data & Database Services - Mailing Services

Key Features

Flexible Design Elements

Customizable to fit any occasion. Image Panel can be replaced with a Business Reply Card (BRC).

Complex Personalization

Coupled to a client database to personalize offers and content. Messages, Codes, Coupons and even the images can be changed based on data.

Color Reproduction

Vibrant Color makes an impact.

Proven Results

One client said "Customers finally came in to claim repairs that had been sitting on our repair shelf for over 2 years!".

Uses:

This flexible format can be used for any personalized communication with your customers or prospects.

- Holiday Cards
- Birthday Cards
- Reminder Notice
- Thank You Cards
- Personalized Marketing

DDC's Tri Card is a multipurpose/multiconfiguration self-mailer. The Tri Card's design allows for unlimited personalization opportunities to achieve any goal. It was originally developed as an economical alternative for a holiday mailer - Christmas cards + personalized coupons, which would have required extensive hand work using traditional methods. The Tri Card accomplished the project at one third the cost and included personalization features which would not otherwise be possible.

The holiday card version included several key features; personalized high quality addressing with USPS presort savings, a holiday card with a personal message to the recipient, a coupon to the recipient with tracking elements following redemption, and a pass-a-long coupon coded to the recipient so referrals could be tracked. Additional features included an address panel that protects the image panel and a traditional holiday card to display after the coupons are detached.

Anatomy of the Tri Card



1 Personalized Elements

- name & address
- name reference
- adds personal connection

2 Tracking Codes

- record your marketing efforts
- use for future marketing offers

3 Coupons

- offer to recipient
- pass along coupons
- business card as a perf out
- motivate customers
- tracking tool

4 Custom Elements

- change graphic with message
- change text & offer to recipient



The images and text on the five non-address panels are selected by the client and can include items such as custom messages, signatures, product images, sale announcements, etc. One example in a recent B2B project swapped multiple holiday images. If more than one card was sent to the same address no two individuals in an office got the same holiday card. The address panel can be customized with store logos and custom services lists. Postal regulations dictate the content in the remaining area of the address panel.