

Segment	Direct Marketing: Loyalty
<p>Participants</p> <p>Client</p> <p>Print Provider</p> <p>Creative Agency</p>	<p>Carlson Companies, www.carlson.com, a global leader in providing corporate solutions and consumer services in the relationship marketing, travel and hospitality industries.</p> <p>Linotext, www.linotext.com, printed the Carlson mailers on an Indigo UltraStream.</p> <p>Nimblefish Technologies, www.nimblefish.com, provides software and services that enable large corporate customers to integrate individualized marketing including personalized imagery and messaging across media.</p>
<p>Program</p> <p>Target Audience</p> <p>Description</p>	<p>Customers already enrolled in loyalty program.</p> <p>Carlson companies wanted to migrate their existing Gold Points loyalty program customers to their new 24K.com online extension of the program. A personalized direct mail piece that included a personalized URL (PURL™) was sent to customers. The individualization of the marketing materials included customized messaging, relevant color images and images of the customer's Gold Points membership card.</p>



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