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## Personalization: Why It Works

Everywhere you look, marketing content is personalized. From grocery store receipts to your Amazon recommendations to postcards in the mailbox, companies are personalizing their communications to address who their customers are and what their customers need. Are you capitalizing on those opportunities, too?

Let's look at some of the reasons personalized marketing works so well (and why you should be using it, too).

First, personalized communications give your customers the feeling that you care about them. It takes more time and effort to talk to someone by name ("Hi, Jane! We have a special offer just for you!"). Targeting based on their needs and wants makes your customers feel noticed and valued.

Second, personalized mailings are more relevant to your customers. When you market based on their interests and needs, they are more likely to respond. The combination of more relevant communications and the customer's greater sense of value is powerful.

Personalization can pay off in your results. One study found the following lift for personalized over static mailing campaigns:

- Lead generation: 6.9% lift over static mailings
- Direct orders: 6.2% lift over static mailings
- Traffic generation: 14.7% lift over static mailings

You do have to take different steps to personalize your documents than you do for traditional campaigns, but don't be intimidated. It doesn't need to be difficult. You don't have to be an expert in databases or IT.

We are here to help. Talk to us about going from static marketing communications to making it personal.