

PRONEWS



PROLIST
DIRECT MARKETING SERVICES



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Digital Color – Understanding the Economics Why you care about digital color – or you should

If you have been on a tour of ProList lately, or read pretty much anything we have written, you know that we have added significant digital color capabilities. The star of the show is our Konica Minolta KM-1 and, more recently, our iJet Color Envelope Press. These join our other more traditional digital capabilities. So, what's so special about these new capabilities, and why should you care?

The KM-1, particularly, greatly enhances the quality of color ink jet printing and does it on a large sheet cut-sheet format. The bottom line is that it makes digital color printing much more affordable in small to moderate quantities, and does so with a quality comparable to offset printing. Before this technology was available, the only digital color solutions were color laser – a very high cost per sheet method – and continuous digital color, a roll-to-roll option well suited to mailings of several hundred thousand or more. The KM-1, thanks to its ink jet technology and large sheet size (23" x 29.5"), brings the cost per sheet down to the point where it competes well with offset printing in quantities as high to 80,000 – 100,000, depending on the size and color density. But it delivers a lot more than a low cost per sheet:

- Because it is digital printing, full personalization is available. You can address each piece as it's printing, and add color personalization;
- There is no waste. We don't need to print overs, and there is no make-ready as you find on offset printers;
- There are no plates, no prepress in the traditional sense;
- You can deal with fewer vendors – print, personalization, and mailing are all done by the same vendor – ProList!

And now ProList has added an iJet Digital Color Envelope Press to the mix. The iJet can create digital color envelopes, and address them at the same time. From BRE's to padded shipping bags, the iJet handles a variety of envelopes – most customers find print quality to be comparable to envelope jet presses. Again, the benefits are extensive:

- Full personalization is available – add a color personalized teaser;

- No need for stockpiling envelopes – we produce as we need them;
- Cross another vendor off your list.

BRE's printed on the iJet have the additional advantage of being able to track response with a unique barcode.

More than ease and affordability

Customers are already drawn to digital color production for its affordable costs and ease, but the benefits of digital color go well beyond that.

A number of studies have consistently shown a lift in response rates when color personalization is used in conjunction with sophisticated database processing by as much as 500%. With full digital color, you can change images, ask amounts, benefits – whatever might help capture your prospects' attention. And color helps achieve that. Today with technology like the KM-1, that kind of personalization is affordable even to those creating smaller mailings – you don't need a million dollars to make your mail look – and perform – like a million dollars!

Contact us to learn more! Jeff Thomas, VP of Sales and Business Development jthomas@prolist.com or Sylvia Taylor, Director of Marketing and Client Relations staylor@prolist.com .

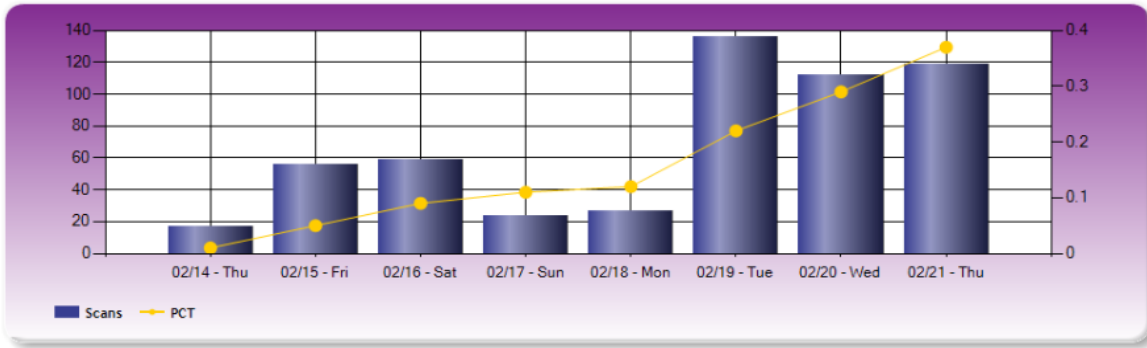
Magic BREs? Nah, just intelligent ones. Adding Response Tracking Just Got a Lot Easier

Intelligent Mail barcodes (IMb) on your Business Reply Mail allow you to track your mailed-in replies before you even get them, but – oy! – what a pain! What, you need to print a special BRE for each project? Each split? Well yeah, but here's the good news: YOU don't need to – ProList can do it for you!

Our new iJet Digital Color Envelope Press doesn't just print fancy-pants full color carriers with variable teasers. It can also knock out #9 BRE's all day long. So, you can print a unique BRE for each job, or even each split. The only thing that needs to change on the BRE is the IMb – the address, Zip+4, permit number all stay the same. We just change the IMb to identify the job/version and turn on the tracking using the IMb voodoo that we do. Then we work with our SnailWorks team to report on the tracking.

The result? You can see how many responses are on their way to you pretty much the day they are mailed. Instant response rate measurement!

Unique Piece Id Counts by First Scan Date



Unique Piece Id Counts by First Scan Date				
Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2019/02/14 - Thu	17	17	0.01	0
2019/02/15 - Fri	56	73	0.05	0
2019/02/16 - Sat	59	132	0.09	0
2019/02/17 - Sun	24	156	0.11	0
2019/02/18 - Mon	27	183	0.12	0
2019/02/19 - Tue	136	319	0.22	0
2019/02/20 - Wed	112	431	0.29	0
2019/02/21 - Thu	119	550	0.37	1
Weighted Average Elapsed Days:				0.22

Ready to know how your mail is doing before it's even doing? [Contact us](#) to find out how!

Be sure to visit ProList at **AFP ICON 2019** in San Antonio, TX, March 31 – April 2, 2019. Stop by and see us at Booth 352. To schedule time for an appointment in advance, just let us know that you'll be attending the show and we'll be sure to block out time. Email Sylvia Taylor: staylor@prolist.com for more information or to set up a time. Click [HERE](#) for more information on the conference.

To learn more about ProList on our website visit: <http://www.prolist.com>

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