VDP campaign checklist

Here's a list of items we recommend to ensure a successful VDP campaign.

To learn more about Fiery FreeForm Create, visit the [webpage](#).

1. Determine the overall campaign goal. What is the purpose of the campaign?

- ☐ What information is being communicated?
- ☐ What is the call to action?
- ☐ Who is the audience (or audiences)?
- ☐ Are there different messages for different audiences? If so, how many?
- ☐ How many total variations need to be produced?

2. Get the customer list (also known as the database).

- ☐ Do you have a list or do you need to purchase one?
    - o Typically, the best response rates come from lists of active customers or those who have already opted-in to receiving communications. However, sometimes your customers may want to reach out to new audiences. In these cases, purchasing a list is an option.
    - o Ideas for purchasing a list (specific companies are US-based – if outside the US, check options in your country):
        - ▪ Publications/trade associations
        - ▪ List brokers/providers, such as [Dun & Bradstreet](#), [MelissaDATA](#), etc.
        - ▪ [Direct Marketing Association (DMA) member search](#)
        - ▪ [USPS Every Door Direct Mail](#)
- ☐ Make sure it's cleaned/validated. Bad data = unsuccessful campaign.
    - o Here are some helpful links to learn more about cleaning data sources:
        - ▪ [Top ten ways to clean your data (Microsoft)](#)
        - ▪ [Cleaning up your Excel data (Lynda.com)](#)
- ☐ Ensure your list contains all the right data fields to support your campaign goals.
- ☐ If desired, sort your list properly to take advantage of United States postage discounts. If outside the U.S., check postal discounts in your country.
    - o United States Postal Service (USPS) direct mail standards:
        - ▪ [NCOA](#) (national change of address) – ensures addresses are consistent with any change of address forms submitted to USPS
        - ▪ [CASS](#) (coding accuracy support system) – adds the last four digits to the zip code making it a zip + 4, creating a common format for address matching.
        - ▪ [PAVE](#) (Presort Accuracy, Validation, and Evaluation) – validates programs that presort mailings for both automation and non-automation rate discounts for First-Class ™, Standard, nonprofit, and Periodicals mail, including destination discounts.
        - ▪ [Every Door Direct Mail](#)

- Third-party programs are available to sort/certify data to meet these USPS standards, such as:
  - [AccuZIP](#)
  - [AccuZIP plugin for EFI MarketDirect StoreFront/Direct Smile VDP](#)
  - [MelissaDATA](#)
- Make sure all variable elements are separated into their own columns.

3. Determine how much of the printed piece will be variable.

- Is your list structured so that this is possible?
- Pick the variable elements that will have the most impact with the audience. Don't just make everything variable for the sake of doing it!
- If you're using names/addresses, do a test with the longest and shortest records to make sure you've allocated the right amount of space in your printed piece (prevents awkward breaks or text wrapping).
  - Use this filter feature in the FreeForm Create Preview mode!

4. Is your campaign using channels other than print (PURLs, QR codes, etc)?

- Do you have the right messaging in your printed pieces to properly integrate these elements?
- Do you have an application to generate cross-media elements?
  - You can use FreeForm Create to generate more than 150 different types of barcodes.
- Does your customer list have the right fields to support cross-media?

5. Are you using variable images?

- Is each image listed properly in the customer list?
- Are the images sized correctly?
- If you're using FreeForm Create, do you have the right accelerators, folder locations, and image names in the data source?