



Programmatic Printing

15 Years of Talk is Enough - It's Time for Action!

More than just segmentation

Emotional and relevant: Reach your customers with programmatic printing

Digitization has successfully reached the print channel with the help of programmatic printing. Create highly personalized print products automatically by using the combination of intelligently stored data, algorithms and modern printing presses to expand your digital marketing mix to incorporate the print medium.

Online marketing faces some major problems- from competition for visibility, legal hurdles (such as DSGVO or double opt-in procedures), adblockers, crowded email accounts and more.

Programmatic printing allows you create **hyper-individual ads based on data** and away from discount battles. Due to the targeted

1:1 communication of programmatic printing, you do not record any scattering losses.

Use the knowledge you generate about your digital channels to automatically create exceptional customer profiles that are target group-specific, relevant and highly personalized with programmatic printing.

Programmatic Printing - More than just segmentation

People have been talking about it for more than 15 years - now it's time to make it happen! When programmatic printing is used sensibly in the marketing mix, hyper-personalization is made a reality, waste is avoided and cross-channel communication is fully optimized. Programmatic printing closes the gap between online and offline communication and combines the advantages of both worlds.

In a digitally-immersed world, print has become something special. Utilizing programmatic printing as part of the marketing mix offers significant advantages. Programmatic printing is about much more than simply dividing the customer approach into groups of people. At the point where many market offerings reach their limits, programmatic printing only begins to unfold.

The next level of the customer journey

Many online marketing measures are resulting to nothing. Companies that have recognized this and are now looking towards the future by expanding their marketing mix to include programmatic printing. By looking beyond the old reputation of the print medium as "dusty" and repurposing it in a digital way, marketers now have a highly efficient communication tool at their fingertips that makes hyper personalization achievable. Attributes such as targeting and personalization, which are associated with online marketing, are now combined with the classic advantages of print, such as emotionality, haptics, etc. Programmatic printing has created a completely new potential for print marketing and for successful dialog with existing customers and prospective customers.

Triggers that actually trigger

Programmatic printing is prompted by so-called triggers that set automatic production into motion. Example of this include, product returns, personal events such as a birthday, and temporal triggers such as a warranty extension. In a run of one, a message is created that reaches the customer directly and accurately.

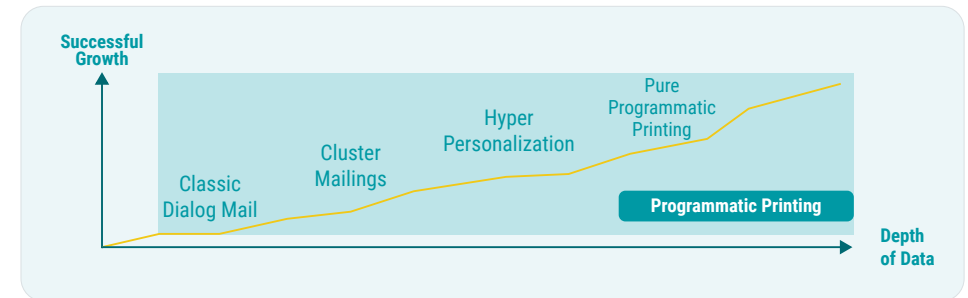
An abundance of advantages for many scenarios

A multitude of scenarios exist where programmatic printing can provide big advantages, including:

- Conversion rate optimization
- Customer reactivation
- Print-on-demand
- Haptics and emotions
- Marketing segmentation
- Hyper personalization



More in the
Whitepaper
from Laudert



Four steps to Programmatic Printing

1. Classic dialog mail

Personal data, such as a customer's date of birth, are often an initial start to classic mailings. Enriched by personal address, this elementary personalization option is used in classic dialog mail.

2. Cluster mailing

Marketing Automation Systems (MAS) or Customer Relation Management Systems (CRM) provide data to clustered or segmented target groups. This enables a more needs-oriented and target group-relevant approach in communication.

3. Hyper personalization

Based on ERP systems and insights from online business data, situations such as shopping cart abandonment or last order, next best offer promotions can be created, inactive customers can be reactivated, repeat purchases generated, and much more. In this third step, data from the customer history is included to create a successful approach.

4. Pure programmatic printing

As the fourth and highest stage of programmatic printing, the goal is to use existing data and analyses to increase customer lifetime value (CLV) and avoid customer cancellations.



DIGITAL
DATA SOURCES



TRIGGER



FULLY AUTOMATIC
PDF GENERATION



HIGHSPEED
INKJET



MAILING AS
DIALOG MAIL



PROGRAMMATIC
PRINTING

Increased success with targeted, personalized content

Print functions well as an attention-grabbing, emotional and tactile advertising medium. This is supported by the data figures of the 2022 Print Mailing Study by the Collaborative Marketing Club in cooperation with Deutsche Post.

CVR for online stores when sending print mailings to existing customers (average value)

4.7%

6.4%

Higher shopping cart sales in online stores thanks to print mailings (average value)

Orders are placed within the first 14 days after the print mailing is sent out

33%

734%

RoAS in the current year every euro invested generates sales of 7,34 euros

Source: CMC Print-Mailing-Studie 2022 Bestandskundenaktivierung
<https://www.collaborativemarketingclub.com/>

The aim of the above study was to analyze the performance of print mailings to existing customers of 43 online stores. The figures clearly prove that e-commerce is pushed by the use of print mailings.

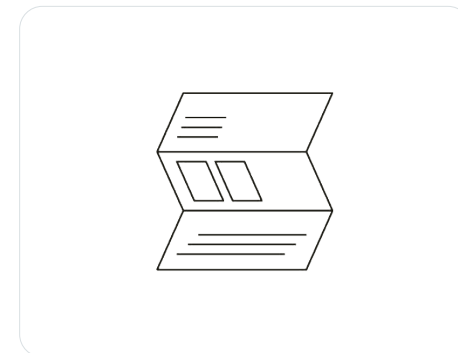
Gerhard Märtterer, a renowned expert in the field of programmatic printing, also calculated a seven-fold higher return on marketing investment (ROMI) than newsletter and e-mail mailings.

A range of use cases

Programmatic printing combines the advantages of analog and digital communication. The intelligent linking of various touchpoints enables an outstanding customer experience, with all channels being ideally coordinated.

Classic dialog mailings

In contrast to simple, segmented mailings, 1:1 mailings can easily be implemented with programmatic printing. The individualization can be very versatile: from featuring classic and personalized address options, product recommendations and imagery based on purchase history or search behavior, individual coupon discounts or QR codes, store recommendation in the area, next best offer or upselling offers, and much more.

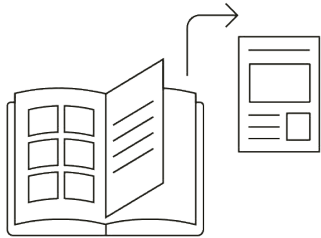


Reactivation of shopping cart abandoners

Campaigns with individualized content developed specifically for shopping cart abandoners are another example of a very effective but easy-to-implement measure from the field of marketing automation. Enrichment comes with an incentive, discount code or similar promotion as an attention-grabbing and motivating trigger element. Typically, reactivating shopping cart abandoners and winning them back is significantly more cost effective than acquiring new customers.

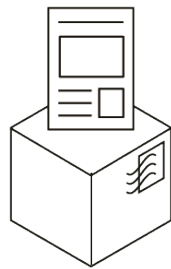
Catalog inserter / extract catalogs

For many companies, the printed catalog still plays a crucial role in the marketing mix. With personalizations such as overlays, catalogs also now offering opportunities for individualization. An overlay is attached to the catalog that depicts individualized offers tailored to the customer, with individual purchase recommendations, offers and more. Additionally, a pull-out catalog, is thinner and much more individualized, targeting on the basis of pre-analyzed digital customer data. Further individualization options for catalogs also include next best offers, individual vouchers or personalized bonuses.



Package insert

Parcel inserts are a veteran of the industry, but they still prove to be an extremely effective advertising medium. Regardless of whether flyers, coupons, small catalogs, product samples or similar are enclosed in the package, they make an impact. Of course, the individualization of the insert is also decisive for the success of the campaign. It is imperative that the proper insert is also enclosed in the appropriate package. With this effective medium, recipients can be directly approached in a cost-effective and inexpensive way.



What Does Apple's Newton Have to do With Programmatic Printing? - Insights from CEO, Horst Huber

I posed this question during my presentation "Programmatic Print - Hope for an Entire Industry or Just Something for Lucky Unicorns?" at the Print & Digital Convention in 2022 (PDC).

This question was aimed at the "Chasm" theory, which deals with the transition of a product innovation from an early phase to the "mainstream" (in plain English: "phrase technology adoption lifecycle, or the transition from the early market").

At PDC 2022, programmatic printing was a major topic and was addressed at many booths and throughout presentations. Not surprisingly, everyone understands it differently.

Melaschuk Media's definition helps to clarify:

"Programmatic printing is a method for database-driven, automated creation and distribution of highly personalized or targeted print documents, such as mailings or catalogs. They can be used as mailings, addressed (dialog mail), partially addressed or unaddressed via household distribution. Catalogs usually reach recipients via direct delivery or as an insert in a parcel shipment."

This definition allows for a broad understanding of the term. Basically, the delivery of a data carrier for your direct mail can also be understood as such. Is programmatic print just old wine in new bottles? I think not.

Combining "online" and "offline" with Programmatic Printing is innovative. Or to put it another way: Programmatic printing helps print touchpoints become part of digital communication.



"Individualized, personalized print communication is a key success factor for digital communication. With programmatic printing, the print industry is now on the same successful road with digital communication."

Horst Huber, CEO at priint Group / WERK II

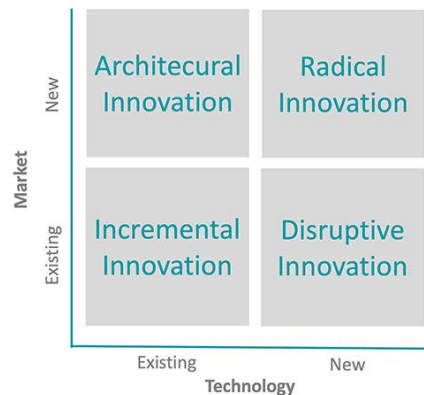
Read more on the
print blog



I asked the audience whether programmatic print is an innovation. All but two of the audience members raised their hands and said that programmatic print was not innovative. This opinion was not surprising. So I tried to categorize the term “innovation” under two headings:

- Technological innovation
- Innovation for a market

This results in four fields in which innovations can be classified:



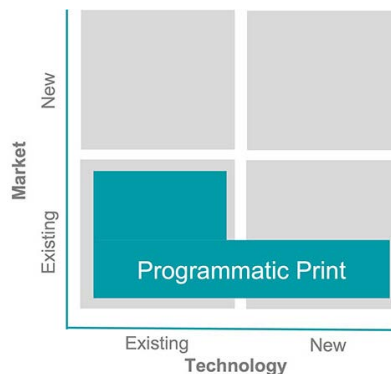
It is often easier to understand something as an innovation when it involves a new market or technology, as in the following examples:

The airplane is an example of a radical innovation: New technologies are used and a new market is addressed. “Until now, people didn’t fly”. Many see only these radical changes as innovative. So it was no surprise to me

that the audience did not see programmatic printing as innovative.

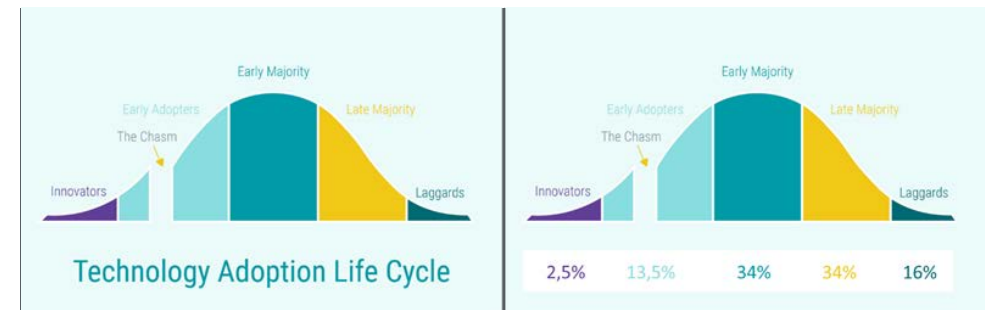
Apple’s iPhone is a wonderful example of two types of innovation. Initially, it was a technological innovation- a touch screen without buttons in an existing market. Today, smartphone innovation is incremental.

From this classification, I see programmatic print primarily as an incremental innovation:



In addition to the technological innovations in digital printing, the innovation is to view “print” as part of digital communication. This applies to both “onliners” and “offliners”. Therefore, the same digital laws will apply to “print” as to any other digital channel / touchpoint.

An estimated 1 - 2% of **print:suite** customers run programmatic printing as part of their digital communication strategy. From this I conclude that the innovation programmatic print is at the beginning of the product life cycle.



And that brings me to the answer to what Newton and programmatic printing have in common: Innovations can fail, or it is still open to whether programmatic printing will work as an innovation.

Many in the printing industry have (too) high of expectations of programmatic printing. For some, it is even the solution to the industry’s digital disruption problems. In any case, programmatic printing is not a software package or a machine that you buy and all problems are solved.

On the contrary, it’s where the challenges start. Challenges such as handling data, end-to-end digital processes, localization in digital communication, and many more.

There is no such thing as “the” solution. For that, programmatic printing as a tool for digital communication is too much at the beginning. As a founding member of the PPA (Programmatic Print Alliance), we are all the more pleased to be able to contribute our knowledge and technology for data connection and layout automation.



priint Group

For over a quarter of a century, we have experienced print and publishing as a key component of successful omnichannel communication. Even after 25 years, print is still a successful medium for attention-grabbing product communication despite the general conditions changing in recent years and digital media gaining enormously in importance and popularity.

We are deeply convinced that the medium of print will retain its firm place in product communication, but only if it is subordinated to the laws of digital communication. It is precisely this ability to adapt to change that makes the medium of print so "lively" and exciting. It is our drive, day after day, to change the print medium and continue improving it.

To be successful, print must be available on-demand, customizable and measurable, much to the same degree that we are used to in digital communication today.

In order to usher in this new era for print, in-depth expert knowledge in all areas of product communication is necessary. The priint Group puts our know-how to work for hundreds of industrial, wholesale and retail customers worldwide, helping them to improve their communications, marketing and sales processes by using the **priint:suite**.

Product

The priint:suite is for all types of publications! Together with our partners, the priint:suite has become one of the leading multichannel publishing platforms for product communication. It combines automation and creativity, can be operated as a standalone or enterprise solution, supports more than 50 content systems worldwide and allows efficient management, planning, creation and monitoring of your print publications.

More info
about priint



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Home of Media

Laudert GmbH // Home of Media

With over 600 employees at ten locations, Laudert is one of the largest media and IT service providers in Europe. Thanks to years of experience in creation, photography, media production, media IT, and print services, the company has a comprehensive range of services along the value chains of product and media communication - from product photography, image data editing, and image data management to process analyses and optimization, and the development and implementation of complex IT system solutions for Product Information Management (PIM), Digital Asset Management (DAM), as well as Web2Print services and Dynamic Publishing.

Expertise in a wide-ranging media IT environment makes Laudert a reliable partner for advertising media creation via automated processes. The intelligent and effective use of media IT in print media creation is one of the company's specialties.

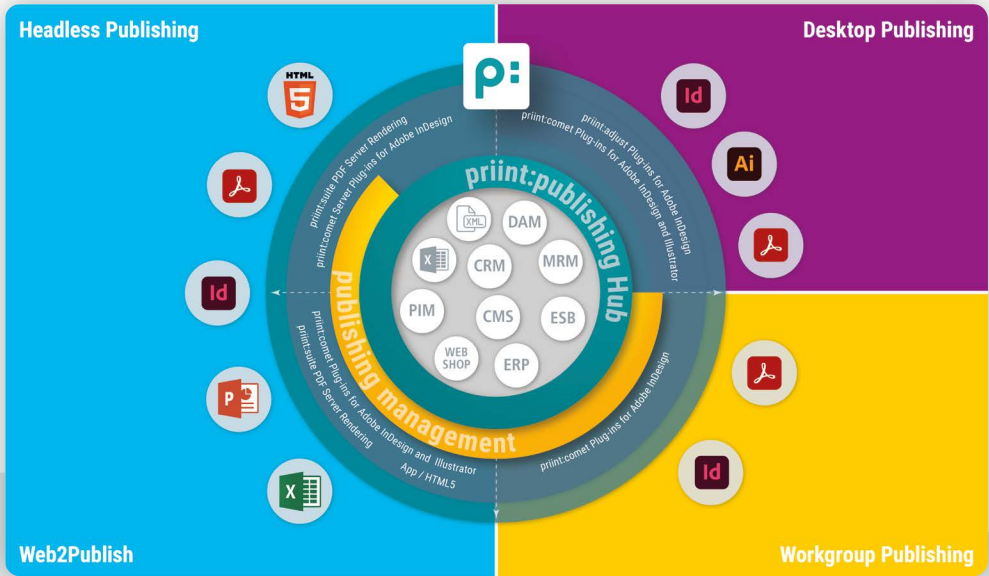
As a strategic partner, Laudert supports its customers with long-term and forward-looking analyses and optimization approaches - always taking into account the specific infrastructural requirements and processes as well as strategies and goals of a company.

Sometimes a few changes and automations are enough to exploit potentials, reduce production times and costs, and significantly increase production reliability.

Laudert is an expert in the connection of WERK II priint:comet via web services, in C-Script development, the automated integration of InDesign servers and the networking of the hybris Print Cockpit with various PIM and DAM systems, including the user-friendly in-house development LaudertMediaPort©.



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print:suite

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www.priint.com
info@priint.com