



Western States
Envelope & Label

Make a Statement with Transpromo

Transpromo means adding promotional content directly inside of or printed on transactional customer statements. These promotional messages are printed on documents that already achieve a high open and read rate. Consumers read mail pieces such as bills and statements about 15 times more often than non-personalized, unsolicited direct mail. Taking advantage of this built-in acceptance is a smart move.

Lots of Benefits

Transpromo can do much more than include generic marketing information within transactional customer statements. The degree of variability and personalization becomes virtually unlimited. Document producers can use data harvested from within the print file or information provided externally to compose relevant offers, promote upgrades, direct customers to online resources, and more. It is possible to craft messages for an audience of one. Pre-established rules can control the inclusion or suppression of certain content relevant to that unique recipient.

By personalizing each promotional message to the recipient, marketers can improve response and track individual customer actions. Supplying customers with unique codes through transpromo or sending mail recipients to personalized web pages allows companies to determine which customers took action, even if they decided not to buy. This information is invaluable for assessing campaign effectiveness and sending suitable follow-up communications to individual customers.

Statements provide a unique and often overlooked opportunity for marketers to connect within the established and trusted relationship to extend the

brand experience and leverage untapped up-sell and cross-sell opportunities. Acquiring a new customer can cost six to seven times more than it does to sell to an existing one which reinforces how statements are important revenue-generating tools for any business.

Transpromo is not limited to marketing content. The same principles apply to informational, regulatory, or educational messaging. A healthcare organization, for example, might provide patients with information according to their profiles. A summer reminder to schedule fall sport physicals for teens, or information on a local gym offering workout programs for seniors could be printed in prominent locations on bills or on the explanation of benefit forms.

Saves Money

Document producers can use transpromo to generate cost savings. It's much less expensive to include promotional messages in mail already going to customers instead of sending it separately.

Reasonably-priced document composition software and a digital printer is all one needs to start creating relevant and personalized transpromo communications. Using software to manage white space, one can even avoid printing extra pages if there is sufficient room for adding promotional content to individual documents.

How about an additional discount? The US Postal Service runs special promotions offering postage reductions for mail containing variable transpromo messaging. The promotional discount is applied in addition to postal savings transactional document mailers typically enjoy. The USPS publishes a new calendar of promotions and qualification



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details every year. Some service providers plan for the promotions and approach customers about using transpromo for the first time during the promotional period. They split the discount and everybody wins.

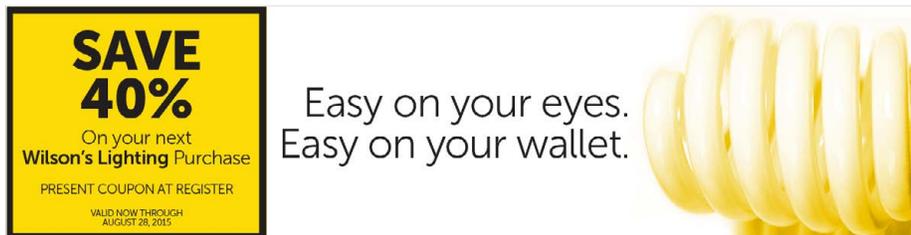
Paper Statements are Preferred

A majority of consumers still prefer paper statements over electronic versions. Due to recent and past data breaches, most consumers would prefer to communicate

via mail to ensure their private information is not stolen over the internet. Paper statements also avoid the electronic clutter and provide a tangible marketing piece that is not quickly deleted and held for future reference.

Download this white paper at:

www.wsel.com/transpromo-white-paper



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