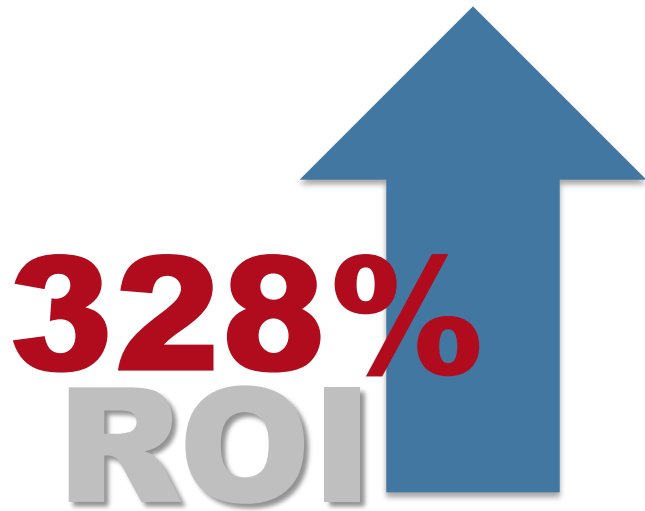


# Solution Story – Increase ROI



**328%**  
ROI

## Category: Professional Services; Dental

### About Client

- Dental business group

### Client's Objective

- As an existing Shared Mail client, wanted to test the Variable Data Postcard (VDP) to better reach their customers and drive them to specific locations

### Strategy Collaboration

- Leveraged Variable Image Card with consumer name personalization and customized location information in all markets with same offer

### Results

- **328% ROI**
- **18% of all new patients acquired** attributed directly to VDP campaign