



The power of personalization

Why not speak directly to your audience?

Be Personal

One-to-One Marketing from RT Associates

People are more likely to respond to mail that addresses them by name — it's like getting letters from a friend. And, when you know a little about your customers, you can elevate your marketing campaign with customized messages as well as personalized greetings.

With RT Associates' variable data printing solutions, you can use your resources wisely and to much better effect.



Jeff and Suzie both shop at HealthyPets, but they have different product needs. Jeff has a small-breed puppy. Suzie has a large-breed dog.

How can HealthyPets speak to them both?



**Jeff,
Congratulations
on your new addition!**

 Puppies need extra nutrients and vitamins to help them grow up to be strong, healthy dogs. Healthy Pets Dog Food gives your puppy everything he needs to grow up healthy and strong. Small bites that are easy to chew in yummy flavors like beef, chicken and lamb are sure to be a favorite at your puppy's dinner table.

HealthyPets

50% off HealthyPets Small Breed Puppy Chow	1 Free HealthyPets Small Breed Treat Bone
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With customized marketing solutions, HealthyPets can send Jeff personalized messages with photos and discount offers that attract his attention.



**Suzie,
We know you love
your big dog!**

 Large breeds need special nutrients and vitamins to keep their large bones healthy and strong. Show your big dog how much you love him by giving him Healthy Pets Large Breed Dog Chow. He'll love the crunchy taste of real chicken, beef and lamb, and you'll love knowing that you're giving your friend the very best.

HealthyPets

25% off HealthyPets Large Breed Dog Chow	1 Free HealthyPets Large Breed Dental Chew
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The photo and discount offers on Suzie's mailer are designed to appeal to her, based on her previous buying habits.

