



Target the right customer.

variable data marketing solutions

VARIABLE DATA MARKETING SOLUTIONS Make It Personal.

Direct marketing is more direct than ever. White Oak's ability to personalize messaging directly to a specific audience means increased profitability and brand awareness for you. Customized marketing brings your message home to customers, creating a personalized interaction for them and improved response rates for you.

The Power Of Personalization

Drive your business and reach your goals using printed materials, personalized URLs, direct mail, microsites, QR codes and searchable online databases tailored to the individuals you want to reach. From basic personalized communications to highly personalized health documents, White Oak will work with you to create a powerful impact. We have the knowledge and experience to provide printing, programming, data management and distribution services at any volume.

Targeted Conversations With Your Audience

Cross-media marketing solutions provide multiple touch-points with your brand, raising customer awareness and enhancing interactivity. Engaging with your audience through multiple channels delivers the most effective message with the greatest impact. White Oak provides you with data-capture and measurement tools so you know how well your customers respond. You can use that data to enhance future targeted communications.

Let your data drive high return results.



Allison,
Imagine getting away from it all...

Robert,
Imagine getting away from it all...

Allison,
Thank you for allowing me to plan your vacation to Hawaii. I hope you enjoyed the trip. As a valued customer, I'd like to offer you a 15% discount when you book your next trip. Call today!

Robert,
I have a great golf package available that I think you would enjoy. This offer will not last long. Please use the 20% discount coupon to enjoy additional savings. Call today!

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White Oak puts you at the forefront of personalized customer communications driven by the latest technologies.



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