



Postcard

Customer Loyalty Birthday Postcard (with image personalization using DirectSmile)

Dramatically increase customer response with a highly personalized postcard.

- Image personalization for maximum response rates.
- N-up for cost savings and increased production speed.
- Supports new One Code (Intelligent) barcode for postal discounts.
- Data driven text and images for targeted, personalized communications.
- Code 3 of 9 for easy scanning of variable discount and redemption tracking.
- Printing through the stack to preserve order (for previously CASS/PAVE certified addresses).
- Sequential numbering functionality enabling the creation of unique online redemption codes for more streamlined operations.

