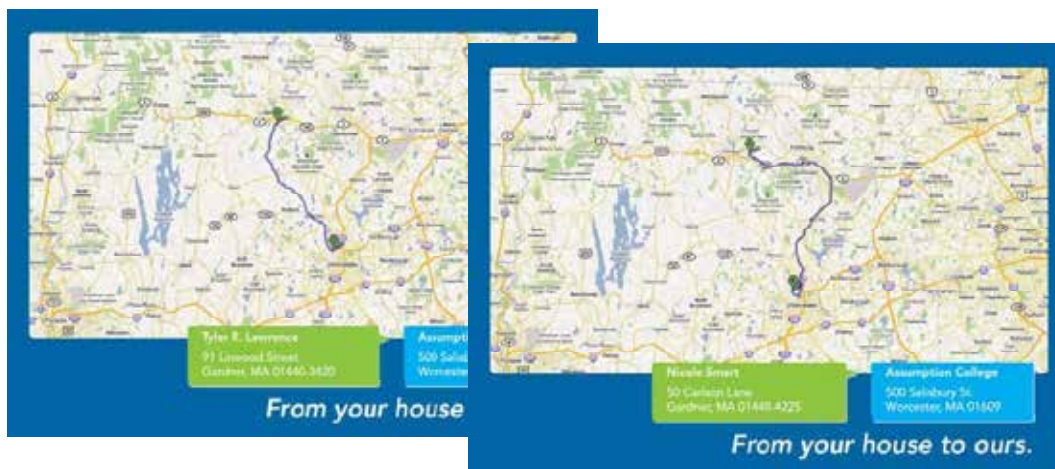




Dynamic Mapping

Creating effective marketing requires finding ways to catch the consumer's eye. Customizing a map for a consumer is appealing and has the obvious call to action of *we want you to come and visit us and HERE's HOW!* Dynamic Mapping technology can generate walk-in visits, which means more direct selling opportunities for you.



Universal Wilde can create personalized Google Map images showing the driving route a consumer could take to visit any business location. These maps are being used to create unique personalized direct mail with a goal of encouraging direct sales opportunities. Variable data personalized printing is not limited to just text!

Using your mailing list as the source of the recipient's address, along with Universal Wilde's software and Google, we generate these route map images in quantities, large or small, in a short amount of time. Our Digital Printing department assembles the mailing list and maps images together using variable data software. The results are uniquely personalized direct mail pieces.

Digital printing has unlimited potential for creativity and personalization. This unique, creative personalization will add value for your marketing efforts helping you grow sales, and improve the Return on Investment for your marketing dollars.