Th!nk Pr!nt D!fferent!
We put data-driven marketing to paper.
PPA
Programmatic Print Alliance

Gutenberg's invention of the movable type 500 years ago revolutionized the world then inasmuch as the Internet has done today. It was not the inventor though who got rich, but those who grabbed manuscripts from libraries for free to have them typeset and printed.

The stuff that makes us go "*WOW*"

While it took half a millennium from Gutenberg to Zuckerberg, it didn't even take a quarter of a century from Facebook, Google and Microsoft to Meta, Alpha and OpenAI. In this short span, a new species of advertising technology (ad tech) service providers emerged in the arena of programmatic advertising. All at once, everyone started speaking of *"omnichannel marketing"* and somehow seemed to forget that paper too is a potent medium – one that would be vital in its interplay with digital media – in particular at this point in time because, with effect from 2023, the European Union's Digital Markets Act (DMA) and Digital Services Act (DSA) that lay down the regulations for personalized advertising come into force.

Indeed, young marketers do continue to rave about programmatic advertising. At the same time, however, they dread the cookiepocalypse and are trying to grasp the impact of ChatGPT.

When we demonstrate to these digital natives that Gutenberg's medium can also be leveraged in programmatic advertising, that it can achieve response and conversion values in the double-digit percentage range, we often look at astonished faces and dropped jaws that gasp out: *WOW!* And that's precisely what PPA does. It makes you go *"WOW"*.

We show decision-makers in the marketing world how programmatic printing works, we set the course and connect everyone involved in the process.

One-to-One

When it comes to addressing a target audience, the good old Gutenberg medium can be personalized to the same extent as digital media.

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"Ebony and ivory live together in perfect harmony
Side by side on my piano keyboard, oh Lord, why don't we?"

Paul McCartney

Paper and electronic displays – side by side

Paper is white. Print puts the color on it. Monitors and electronic displays are black. Only when the power is switched on does color appear on them. A paper surface reflects the incident light, whereas a display emits light. In the context of how we perceive things, both mediums have their pros and cons.

Conventional offset and gravure printing techniques can play the same melody a million times over. Yet, it's always the same. Just like a barrel organ that always plays the same old tune.

Only with the advent of digital printing was it possible to convey a personalized message to each individual target audience. When viewed from this perspective, a sheet of paper is transformed into *"the flattest flat screen in the world"*. And, just like an electronic display, this *"paper screen"* can be personalized one-to-one to encompass the four R's of marketing: right message, right moment, right person, right channel.

Once it is evident that paper and displays are not adversaries but equal partners in orchestrating a communications campaign, entirely new concepts emerge *"side by side"*.

PPA encourages and promotes such learning and development processes in theory and practice.

Multichannel

Virtuosos who apply a multisensory approach and play the entire repertoire of every key in multichannel communication clearly are at an advantage in the communications concert.

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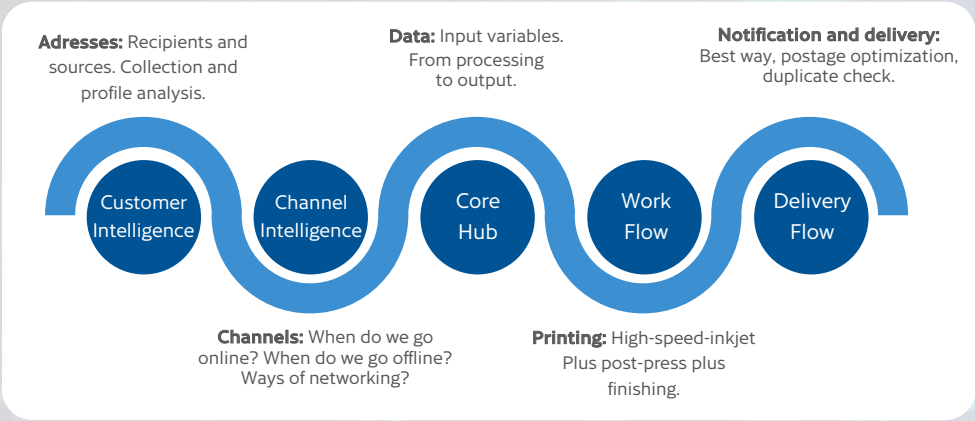
Avant-garde

In the wake of digitization, new solution providers emerged as trail-blazers in the arena of programmatic advertising and e-mail marketing. That is also the case with program-matic printing.

Programmatic printing from A to Z



Addresses and customer intelligence

Every programmatic dialogue begins with an individual's address. Just as every computer has its unique identification number, so too does every letterbox have its unique identifier. An individu-al's name, street name and number, and zip code are all that are required to address any target audience by regular mail which carries the right message and is delivered to the right recipient on the right day. The more advertisers know about an individual – purchase history, preferences, budget – the better they are in a position to tailor the minutiae of the content that is to be sent out. Until now, third-party data on the Internet has been the most common source of collecting information. As cookies continue to crumble, proprietary data (zero and first-party data) and second-party data from partnership agreements get top priority.

Channels and channel intelligence

While e-mails may only be sent with the consent of the reci-pient, properly addressed regular mail can be delivered even to a letterbox with a *"No Junk Mail"* sign. This concession granted by legislation is exploited by e-mail marketers who fail to obtain the permission of a recipient or receive undelivered, so-called

"bounced", e-mails. This gets the ball rolling and sets off a marketing automation system that immediately switches to the printing channel. The same principle is likewise applied in e-commerce for cases when the shopping cart is full but the purchaser does not proceed to checkout to complete the order. Usually, a reminder e-mail is then sent out. Retargeting shopping cart abandoners with personalized postcards that land in their letterbox 48 hours later is, however, more successful.

Data and CoreHub
All data is captured in CoreHub: images, texts and prices from databases, addresses and profiles of target audiences, as well as additional input involving geodata or sociodemographic profiles. This helps create a customized one-to-one data set for variable data printing (VDP) within the scope of the specified templates for each target person.

Printing workflow
Once a project has been set up and programmed, it runs regularly on demand. In other words, it runs automatically – regardless of whether a print run of 1, 1,000 or 100,000 is required. Marketing automation systems provide the core data just-in-time. CoreHub then generates print documents, manages printing and processing activities in the lettershop, and, finally, takes care of mail delivery.

Dispatch and delivery workflow
In this regard, the optimization of postage costs, checking for duplicate addresses and address validation are all part of the standard procedure. The novelty in the context of programmatic printing is that every single postcard, every single mailing, and every single catalog is unique. And yet, in terms of postage optimization from a mailing viewpoint, it is considered as having an *"identical content"*. This results in significant savings in postage costs. In this aspect, PPA is lobbying to raise awareness among postal service providers.

Pioneers in printing

PPA members are driving variable data printing (VDP) forward in conjunction with product information management (PIM) and digital asset management (DAM) systems. And, by integrating marketing automation systems, they can also operate high-speed inkjet presses for purposes of programmatic printing.

We see a sea of buildings in the form of the Frankfurt skyline. Photographer Michael von Aichberger, on the other hand, identified a 6600-pixel display in the building facades: ideal for creating personalized messages

Come together, right now, over us!

Without cookies, the business models of search and social media giants will begin to crumble. From 2023 on, it will no longer be possible to purchase quality coverage as easily as in the past. Marketers will have a tough time getting their hands on data. They will once again have to get moving and start collecting customer data themselves.

In this regard, direct access to customers is crucial. Once this is accomplished – and provided the experts have done their homework thoroughly – delivering printed content becomes as easy as sending e-mails.

This is where PPA's expertise and know-how comes into the picture. Our alliance connects all parties involved in the process – agencies, software companies, address providers, prepress companies, print service providers, mailing services, postal service providers, and printing press manufacturers.

PPA promotes pilot projects, develops innovative processes, and, above all, merges the CMYK world of paper with the RGB world of electronic displays.

Become a member, supporting partner or pilot project expert!

Owned media

In the upcoming *"cookieless era"*, owned media is regaining the importance it had prior to the digital age. In Europe, paid media needs to redefine itself. This is THE opportunity for programmatic printing.

https://www.programmatic-print.org/en

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PPA-Member

PPA has members from all production-related areas involved in programmatic printing. They include data, machinery, paper, postal services and print service providers.

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Waldbornstrasse 50
56856 Zell/Mosel
Germany
Tel.: +49 6542 5452
E-mail: r.maass@programmatic-print.org
www.programmatic-print.org