

Use Specific Data from your Database to personalize Campus Tour Day mailer to 'Imperial University'

Database with collected data about prospective student including name, gender, academic and leisure interests, etc. (Data sources include personal interview from college fairs, purchased lists, bounce-back cards, etc.)

Information from Client Data

Name: Joe College
 Gender: Male
 Tour Date: June 15
 Arrival time: 9:30 am
 Area(s) of study interest: Geology
 Favorite activities: GleeClub
 Favorite sports: Crew, Track

Information from Client Data

Name: Josephine College
 Gender: Female
 Tour Date: July 30
 Arrival time: 9:30 am
 Area(s) of study interest: Fine Arts
 Favorite activities: Dance
 Favorite sports: Swimming, Field Hockey

Data matched with visual /photo archives available to emphasize the student's academic and leisure interests.



Images & text automatically imported into each mailer

Crew image

Geology image

Glee Club image

Glee Club image

Glee Club image



Images & text automatically imported into each mailer

Studio image

Dance image

Swim Meet image

Swim Meet image

