TABLE OF CONTENTS

Introduction 7

Who's Using Web-to-Print? 7

Capitalizing on Web-to-Print 8

Restructuring Your Thought Process 9

Section 1: Web-to-Print Basics 12

Defining Web-to-Print 12

Narrowing In: Areas of Biggest Marketing Impact 14

Branded and Permissions-Based Access 14

Centralized User Permissions 15

Central Document Repository 17

Full-Blown Personalization 17

One-Off Personalization 19

Cross-Channel Marketing 19

Simplified Re-Sizing and Repurposing 21

Third-Party Plug-Ins 22

Calculating the Bottom-Line Benefits 22

Time Savings 22

Reduction in Fulfillment Errors 22

Reduction or elimination of error and duplication in design 23

Savings in print and postage costs 23

Faster response time 23

Boosting revenues through relevance 23

Administrative cost reductions 24

Greening your printing 24

Case Studies to Drive It Home 24

Section 2: Changing Business Models 27

Transition to JIT and POD environment 27

Simplifying Targeting 28

Decentralized Marketing 28

Personalized Attention 29

Integration with Multi-Channel Marketing 30

Consistency of Output 32

Green Printing 32

Section 3: Production & Implementation Issues 34

Cost 34

Getting the Buy-In 34

Digital or Offset? 35

Range of Applications 35

Insourcing or Outsourcing the W2P Component? 36

Addressing Digital Press Concerns 37

Section 4: Case Studies in Web-to-Print 40

Application Categories 40

Short-Run Printing & Versioning 40

Customized Marketing Collateral With Centralized, Online Control 42

One-Off, Personalized Follow-Ups 45

User-Generated Personalization & Fulfillment 46

Automated Fulfillment 48

1:1 Print Personalization 49

What About Databases? 51

Publishing 52

Self-publishing 53

Small, POD Publishers 53

Large, Traditional Publishers 54

Other Publishing 55

Advertising Repurposing 55

Section 5: Critical Success Factors 58

Learning From Those Who've Been There 58

For Further Reference 61

About Heidi Tolliver-Nigro 64

TABLE OF GRAPHICS

Printers Offering Web-to-Print Services and the Types of Services Offered	8
Sample: Web-to-Print Dashboard – 1	10
Sample: Dashboard for a Triggered Multi-Channel, Multi-Touch Campaign	13
Sample: Web-to-Print Dashboard – 2	15
Sample: Web-to-Print Dashboard – 3	16
Sample: Customizable Web-to-Print Template	18
Sample: Real-Time, Central Dashboard	20
Sample: Customize, Re-Load, Proof	21
Sample: Culinary Inspirations Personalized Mailer	25
What Is Your Preferred Method of Contact for Marketing and Promotional Purposes?	28
Sample: Personalized URL, 1:1-Driven Follow-Ups	31
Sample: DSM Composite Resins Quarterly Segmented Newsletter	41
Sample: Howard Hanna Real Estate Direct Mailer	43
Sample: Polaris Personalized Follow-Up	45
Sample: Huntington College Personalized Follow-Up	47
Sample: Jay Pontiac-Buick Personalized Mailer	50
Which Type of Hard Copy Direct Mail Would You Prefer to Receive?	52
Sample: Strong Tower Publishing Dashboard	54
Sample: Re-Sizing of a Print Ad Using Web-to-Print	57