



CASE STUDY

PAGEFLEX™

One Application - All things Variable™

About Metzgers

Metzgers Printing + Mailing is a family business with 50 full-time employees and 20 part-time crew. The company provides offset printing, digital printing, mailing, and fulfillment services 24 hours a day. Metzgers also provides computerized and automated warehouse and distribution services. Custom online ordering systems built for customers provide marketing support to dealers, facilities, resellers or distributors and are hosted at www.CorporateOrders.com.



Tiffin University Increases Enrollment By Creating Customized Response Pieces

Pageflex Variable Publishing Technology Enables Metzgers Printing + Mailing to Create A Profitable Response Piece

CUSTOMIZED COVERS



The text and photos on the front of each response brochure are customized to include the prospect's name and major of interest.

Overview

Based in Tiffin, Ohio, Tiffin University offers graduate and undergraduate degrees in a range of programs. They offer classes that are onsite at the main campus and at remote locations, as well as an online graduate degree program. Their prospects include adult learners, recent college graduates, remote students interested in online courses and local students interested in on-campus programs. Competition for these students is intense and includes other local institutions and large national online universities with much larger marketing budgets.

Tiffin University was interested in increasing enrollment in their graduate degree programs. Because of the range of courses they offer, and the variety of types of students they hope to attract to their graduate programs, Tiffin sought a way to respond to requests from prospects with a marketing piece that could speak directly to each prospect's areas of interest.

To accomplish this, they worked with Metzgers Printing + Mailing and developed a highly customized brochure that includes a range of variable content and is used to respond to prospects.

A Variety of Goals

Under their old fulfillment system Tiffin would respond to requests from prospects in a labor-intensive and costly way. Information was assembled by hand from various sources and mailed out in a folder. The mailing took up to a week to compile, and the cost approached \$2.00 per prospect.

The University's overall goal, of course, was to increase enrollment in their graduate degree program. In addition, they also wanted to:

- Reduce the production and fulfillment costs of response pieces
- Build on the success of the CRM system already in place at the campus
- Respond to inquiries quickly



The Pageflex product line is a part of the Bitstream family of software products.

