



## Even more information through customized route maps in mailings

*Successful mailings are easily recognizable by their power to draw attention, to quickly and sustainably arouse interest and to leave a lasting positive impression on recipients. This is why DeutschlandCard, a leading bonus card provider in Germany, gladly seized the opportunity of collaborating with two of the best mailing customization experts - locr and arvato mail & document solutions - to create a unique mail concept.*

Brunswick, 06.06.2012 - Sending a mass mailing to several million recipients in the shortest time possible is quite some challenge in itself. Yet when the requirements also call for a mailing design that is as attention-grabbing as possible and a highly efficient production and shipping process, finding the right partners becomes absolutely imperative. DeutschlandCard addressed these points by entrusting arvato mail & document solutions with everything related to data preparation and production and locr with imparting a unique character to the mailings by means of geo-personalization.

"Recipients usually only remember information that is closely aligned with their interests. At the same time, mailings must be unique in order to stand out from the sea of advertising messages", explains Markus Lessing, Chief Executive of DeutschlandCard GmbH. "We therefore decided to enhance a selected part of the score mailing not only by adding a personal message, but also by attaching individual travel directions."

In total, locr customized several tens of thousands of letters by integrating route maps in the mailings to show the routes from the individual subscribers to the closest Edeka or Marktkauf store. "A map containing personalized directions immediately catches the eye and awakens the curiosity of the recipient; it is therefore the perfect addition to an individual customer approach", states Jörg Schneppenheim, Executive Board Member of arvato mail & document solutions. "The technical implementation was rather straightforward because we were able to use the existing infrastructure. The customized maps were prepared by locr and produced by us along with the mailings that didn't contain customized maps in a very short time using digital printing equipment and with postal optimization in mind."

Subscribers to the multi-partner bonus program will surely benefit from the detailed route maps to the closest participating partner companies as they can now instantly identify where they can collect more points in their immediate surroundings.

## About locr

locr was founded in 2006 in Brunswick/Germany. After the initial release of a geo photo community, locr is now focusing on the global supply of high-quality individualized maps for different market segments. Being the leading supplier of geo data and personalized and individualized street and city maps, the maps of locr maps are always up-to-date and offer global street level coverage in more than 100 countries. The maps may contain individual POI's, logos or routing information, and can be supplied in large volume for personalized cross-media/direct mailing campaigns. locr maps are also used in photo finishing products like photo books and posters, as well as in tourism and cartographic projects. locr supplies global geo information and maps in high quality and generates these maps with highly-scalable server solutions. Maps can be supplied either on a project-by-project basis, or may be directly retrieved from applications using an Internet-based programming interface (API). For more information, visit [www.maps.locr.com](http://www.maps.locr.com), [www.facebook.com/locrmaps](http://www.facebook.com/locrmaps), [www.linkedin.com/locrmaps](http://www.linkedin.com/locrmaps), or follow [www.twitter.com/locrmaps](http://www.twitter.com/locrmaps)

