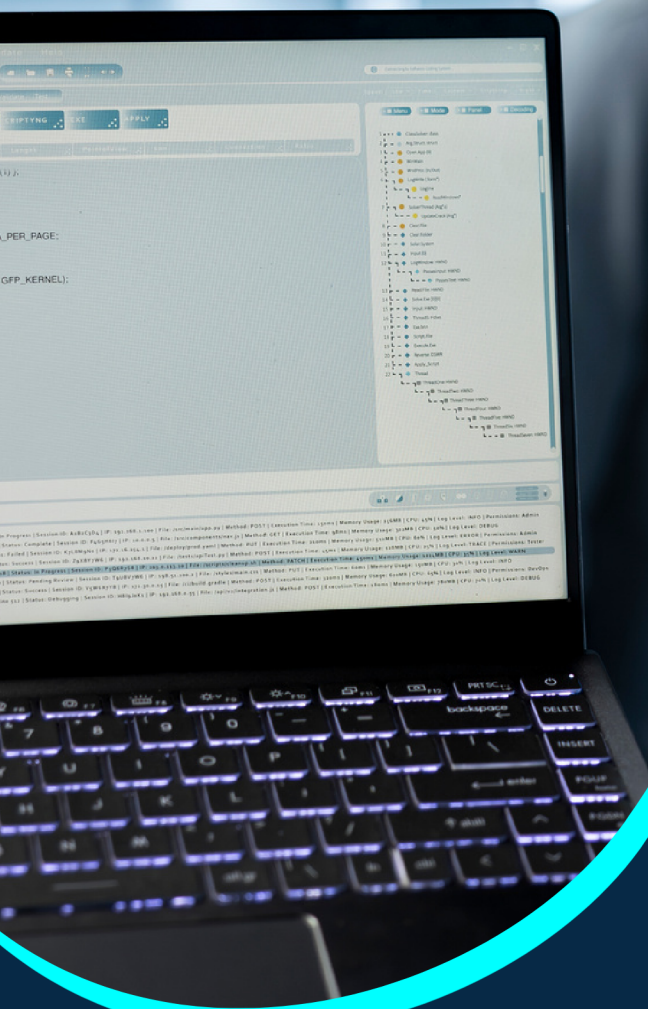


Data Personalisation

Our data personalisation solutions integrate seamlessly into your mailing campaigns, ensuring each communication feels relevant and tailored to your recipient's needs



Target New Customers Without Using Personal Data

Pinnacle Data Personalisation services allow businesses to create highly targeted and personalised direct mail campaigns. Working with our customers, we leverage data and craft customised messages that resonate with individual recipients, leading to higher engagement rates and better return on investment (ROI).

Core Features

01.

Customer Utilisation

We use client supplied data to create personalised mail pieces for each recipient, making your campaign more relevant and engaging.

02.

Variable Data Printing

With variable data printing (VDP), each mail item can be uniquely personalised with names, offers, images, or other data-driven elements, enhancing the recipient's experience.

03.

Full Compliance

Our data personalisation services fully comply with GDPR and other data protection regulations, ensuring that customer data is handled with the highest level of security.

04.

Cross-Channel Integration

Our services seamlessly integrate with our clients digital marketing efforts, such as email and social, creating a cohesive multi-channel experience.



A Smarter Approach to Personalised Print

Effective personalisation goes far beyond adding a customer's name to a document. Pinnacle combines audience segmentation, Variable Data Printing, secure data handling and premium print production to create highly relevant communications that improve engagement and campaign performance.

By integrating personalisation with fulfilment and mailing services, organisations benefit from a seamless end-to-end solution that delivers measurable business results.

Our approach focuses on

Pinnacle works with organisations to transform customer data into intelligent print campaigns that deliver meaningful engagement. From secure data preparation and audience segmentation to artwork personalisation, print production, fulfilment and postage, we manage the complete campaign lifecycle. Our GDPR-compliant processes ensure every personalised communication is accurate, secure and produced to the highest quality standards while supporting your wider marketing objectives.

Transform Data into Targeted Print Campaigns

Today's customers expect communications that feel relevant, timely and personal. Generic print campaigns often struggle to capture attention, while personalised marketing creates stronger engagement, higher response rates and improved customer experiences.

Pinnacle's Data Personalisation Services use advanced Variable Data Printing (VDP) technology to create highly targeted print campaigns tailored to every recipient. Whether producing personalised letters, catalogues, vouchers, postcards or membership packs, we combine customer data, intelligent segmentation and secure production processes to deliver campaigns that are more effective, more memorable and fully compliant with GDPR requirements.





FREQUENTLY ASKED QUESTIONS

How Does Data Personalisation Improve Customer Engagement?

Variable Data Printing enables every communication to be tailored with personalised names, messaging, imagery and offers. More relevant content captures attention, increases engagement and encourages customers to respond more positively to your marketing campaigns.

How Does Data Personalisation Improve Marketing Performance?

Audience segmentation and personalised messaging ensure every campaign reaches the most appropriate recipients with content that reflects their interests and behaviours. This improves campaign effectiveness while increasing response rates and marketing return on investment.

How Does Data Personalisation Strengthen Data Security?

Pinnacle's GDPR-compliant processes ensure customer information is managed securely throughout every stage of production. Robust data handling, controlled workflows and secure print environments help protect sensitive information while maintaining regulatory compliance.

How Does Data Personalisation Support Business Growth?

Scalable personalisation enables organisations to deliver consistent customer experiences across thousands of communications without increasing operational complexity. Personalised campaigns strengthen customer relationships, improve loyalty and support long-term business growth.

How Does Data Personalisation Support Sustainability?

Targeted campaigns reduce unnecessary print volumes by reaching the most relevant audiences with more effective communications. Efficient production workflows and responsible material choices also help minimise waste while supporting broader sustainability objectives.

How Does Data Personalisation Improve Customer Experience?

Customers receive communications that are relevant, timely and tailored to their individual needs. Personalised messaging improves brand perception, strengthens relationships and creates more meaningful interactions throughout the customer journey.

01.

Discover

Assess current print environment, usage and risks

02.

Design

Create a tailored solution aligned to business needs

03.

Deliver

Implement and continuously improve performance using data and insight

Why Pinnacle for PAM

Pinnacle combines intelligent targeting, premium Xerox production print technology and expert campaign management to deliver highly effective Partially Addressed Mail campaigns.

Our consultative approach helps organisations acquire new customers while reducing costs, maintaining GDPR compliance and maximising marketing return on investment.

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