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Personalization: Data-driven print and internet communications

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Personalization: Data-Driven Print and Internet Communications

Document #

Research Area:

[Cross-media Migration and Integration](#)

Abstract:

From the foreword:

In the three years since the publication of the first edition of “Data-Driven Print,” the media world has continued to change. A tangible example of this change occurred in late 2006, when Time magazine announced their Person of the Year – YOU! This event recognized the growth of user-generated content and the enthusiasm of younger media users in having information “my way.” The growth of the media forms are primarily electronic, including social networking sites, music downloads to cell phones, file sharing, and text messaging. This growth in “new media” has left the mainstream media businesses that provided content—such as news organizations, publishers, and record companies—to struggle with how to make money in the new era of individual control and user-created media.

In this context, the mainstream media forms seem archaic. Take newspapers—they printed news that came off the wire services of the Associated Press and Reuters, for example. These same wire services feed the information to Internet news Web sites that distribute it immediately to the world. If the morning newspaper seemed to be outdated by the previous-night’s television news coverage, think how much more outdated it is in comparison to Yahoo!® news. The same is true of television prime-time programs. TiVo® and other time-shifting recorders move the control of when to see a program to the user. These technologies not only provide user control on when to see a program, but also lets the user skip over and fast-forward through commercials. This has thrown the advertising industry for a loop, with mainstream media reaching fewer viewers and with younger media users avoiding these forms all together. The double-digit growth of search advertising, pay-per-click, and key word advertising over the last five years is a testament to where advertisers see the future in reaching prospective customers. These advertisers are also taking part in Web 2.0 by creating their own blogging sites (see Kodak.com for an example), where they invite users to share experiences with the firm’s products, success stories, problem solving tips, etc., on the firm’s Web site. These sites also offer RSS feeds to committed consumers so they can get the latest news on new products, services and other commercial content that advertisers had to pay for in the past. The ability to communicate 1:1 with interested individuals has changed the way businesses advertise and has shifted the focus to customer retention and relationship building more than ever.

The second edition of this book is set within this context. In this edition, the reader will find updated information on media advertising expenditures and the use of personalization as an advertising tactic. It will review the latest thinking on relationship marketing and customer strategy development. It will also add new cases and update ones from past publications. The book also adds new content. The electronic forms of personalization—e-mail and Internet search—will get expanded coverage. We’ll also include a look at corporate communication beyond advertising that has been impacted by database and digital technologies. This will include a chapter on in-plant printing and transactional communications. Finally, we’ll also look at how traditionally print-centric firms are making the transformation to the digital era of communications. We’ll take lessons learned from four of these firms to use as best practices for those in the midst of making these changes.

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