



# Ask Dr. Omni, D.M.

## What seems to be the problem today?

My customer base is really diverse, making it hard to define and market to segments.

## Doctor's Orders:

Rather than market to segments, I recommend marketing to individuals. This is easily done with variable data technology. I'm going to prescribe these eBooks titled "Achieving Personalization Through Variable Data Messaging" and "Personalization Made Easy". Once you've reviewed them, give me a call and I'll help you explore your customer database.



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