

PODi

**STANDARDIZED NOMENCLATURE**

## CONTENTS

**ABOUT THIS DOCUMENT.....3**

**INDEX OF TERMS .....4**

CUSTOMER RELATIONSHIP MARKETING .....4

DATABASE MARKETING .....5

VARIABLE DATA PRINTING .....6

**DICTIONARY .....7**

**CONTACT INFORMATION..... 14**

## ABOUT THIS DOCUMENT

With any new technology or application a new vocabulary emerges. The intent of this report is to facilitate communications between manufacturers, print providers, and marketing professionals (print buyers) by promoting an understanding of industry terms.

- The establishment of a common language will assist **developers of VDP systems or components** by facilitating the effective discussion of variable data printing opportunities. Understanding what is important to print buyers will also help manufacturers to design products to meet those needs.
- For a **print providers** who is marketing the capabilities of variable data, this report will help him to communicate with his customer. The individuals who ultimately purchase personalized printing are not interested in the technical processes of variable data workflows, rather they want to know how personalized printing ties into company initiatives such as Customer Relationship Marketing.
- For individuals who **conceive and create personalized print jobs**, such as marketing professionals, this document will help them to communicate to printers or IT professionals what they desire in a variable job.

The terms are listed in strictly alphabetical order, however for ease of use an index of all the terms by category is also provided. The categories we have chosen are Customer Relationship Marketing, Database Marketing and Variable Data Printing. These three professions must communicate fully with each other for variable data printing to achieve its true potential. The interaction of these three areas is explored more fully in the PODI Value Elements Model report.

In some cases multiple definitions for a term were found. In these instances the term is highlighted in red and our preferred definition is listed first with other definitions listed thereafter.

## INDEX OF TERMS

Listed below by category are all the terms that are defined in our dictionary. The dictionary is organized in strictly alphabetical order.

### CUSTOMER RELATIONSHIP MARKETING

Affinity Group Marketing	Frequency Marketing
Attrition	Hard Benefit
Bangtail	Interactive Marketing
Bounce Back	Lifetime Value of a Customer
Campaign Management	Loyalty Programs
Channel Manager	Marketing Automation
Churn	Marketing Campaign Lifecycle
Collaborative Filtering	Marketing Velocity
Collateral Management	Mass Customization
Contact History	One-to-One Marketing
Continuous Relationship Marketing	Product Holding
Corporate System Application (CSA)	Product Usage
Customer Acquisition	Promotion
Customer Relationship Mgmt. (CRM)	Pull Marketing
Customer Retention	Push Marketing
Decision Support Systems	Relationship Mgmt. Or Mktg.
Direct Mail Advertising	Response Rate
Direct Marketing	Response Tracking
Direct Response Advertising	RFM Market Analysis
Doubling Day	Sales-Force Automation
Enterprise Resource Planning (ERP)	Soft Benefit
Enterprise Customer Mgmt. (ECM)	Transactional
Events	



## DATABASE MARKETING

Banding  
Business Intelligence Software  
Coding  
Classing  
Cleansing  
Customer Information Repository  
Data Mart  
Data Mining  
Data Model  
Data Warehouse  
Database Management System (DBMS)  
Database Marketing  
Database Publishing  
De-duplication  
Executive Information Systems (EIS)  
Extract File  
Geocoding  
Householding  
Kill Bad Name (KBN)  
Needs-based Differentiation  
Open Database Connectivity (ODBC)  
Online Analytical Processing  
Online Transaction Processing (OLTP)  
Propensity Scores  
Purge  
Relational Database  
SAS  
Scoring  
Scrubbing  
Segmentation  
Statistical Modeling  
Suppression Indicators  
Suppressions

## VARIABLE DATA PRINTING

Application	Page Caching
Authoring Tool	Page Element
Component	Personalization
Component Caching	Portable Document Format (PDF)
Conditional Processing	PostScript
Content Management	Raster Image Processor (RIP)
Cost Per Piece	Recurring Content
Cost Per Response	Reflow
Customization	Rejustify
Data Driven Graphics	Reusable Component
Digital Asset Manager	Variable Data Printing (VDP)
Digital Front End (DFE)	Variable Information Printing (VIP)
Digital Printing	Versioning
Element	Workflow

## DICTIONARY

**Affinity Group Marketing:** Targeting small groups of individuals who have similar characteristics or needs.

**Application:** 1. A specific digital printing job: "This application is a great example of promotional VDP." 2. A general category of printing jobs: "Web fulfillment is a rapidly growing application for VDP." 3. In general, a software program: "Microsoft Excel is a useful application for cleaning up incoming data."

**Attrition:** Reduction in a company's customer population that happens as a result of normal turnover or because of some specific event – perhaps a good competitive offer or a failure on the part of the company. (Also known as churn)

**Authoring Tool:** A software package that allows creation of variable information jobs by defining layouts that include variable and, usually, static elements.

**Banding:** Creating groups of customers or prospects based on selected criteria.

**Bangtail:** A promotional envelope with a second flap which is perforated and designed for use as an order blank.

**Bounce Back:** An offer enclosed with mailings sent to a customer in fulfillment of an order.

**Business Intelligence Software:** Software which provides different views of company data, through such methods as filtering and recognizing patterns. This allows businesses to make better decisions.

**Campaign Management Software:** A tool that facilitates marketing automation by coordinating the segmentation of the customer database and the development of offers. It links data analysis with program execution.

**Channel Manager:** Software that enables a company to capture relevant information from every point of customer contact, pass it to the central information repository, perform meaningful analysis, and finally send key data back to every point of contact for execution.

**Churn:** see Attrition

**Classing:** Assigning value to groups of customers or prospects based on selected criteria.

**Cleansing:** Removing from a database any data that is incomplete, incorrect or corrupt. (Also known as Scrubbing)

**Coding:** Identifying devices used on reply devices to identify the mailing list or other source from which the address was obtained.

**Collaborative Filtering:** A web interactive channel through which a company can collect information about its customers by monitoring what pages are visited on its web site and where the most time is spent.

**Collateral Management:** A system that records details of the various marketing materials (printed and electronic) for use in any campaign. It enables customer contact staff to access the exact materials to which a customer has been, or should be exposed.



**Component:** A part of a page, (e.g. image, graphic or text) which may need to be printed on various pages in a VDP print run. (Also known as Element or Page Element)

**Component Caching:** A method of improving VDP production efficiency by avoiding redundant re-RIPping of reusable elements. Without Component Caching, the element (this “page component”) must be re-RIPped every time it appears. But if a system does offer Component Caching, the component is RIPped only once, and the resulting press-ready bitmap is saved in the system, so it can be imaged anytime during the print run.

**Conditional Processing:** The ability, in a VDP system, to automatically change a page’s layout or content based on specific fields in the incoming data stream, using logic rules. Example: a picture field might be specified as “If Gender=M print redcar.tif, otherwise print whitecar.tif.”

**Contact History:** A record of the interaction a company has had with the customer over time and the outcomes of those interactions.

**Content Management:** Use of managed text, images, and pages to create a unique message for each customer.

**Continuous Relationship Marketing:** See Customer Relationship Management

**Corporate System Application (CSA):** See Enterprise Resource Planning

**Cost per Piece:** The traditional measure of the cost of a direct mail marketing job: “How much did it cost me for each piece I dropped in the mail for this campaign?” But in comparing two printing

methods, cost per piece is only meaningful if all other factors are equal

**Cost per Response:** The goal of a marketing campaign is to get *responses* or *orders*, so the proper parameter for measuring the cost of a direct mail job is cost per *response*, or cost per dollar of sales, or some other results-oriented measurement. This point is important in the business of VDP, because VDP costs more per piece than conventional offset printing. The VDP page must justify its cost by producing better results.

**Customer Information Repository:** See Data Warehouse

**Customer Acquisition:** the marketing goal of acquiring new customers – selling to people who were not already customers.

### **Customer Relationship Management**

**(CRM):** 1. The overall process of marketing, sales, and service within any organization 2. The practice of identifying, acquiring and retaining the best customers to produce profitable growth. 3. A dialogue with customers consisting of sequenced messages timed to individual needs and opportunity. (Also known as Continuous Relationship Marketing, Relationship Management or Relationship Marketing)

**Customer Retention:** the marketing goal of keeping your customers from going to the competition. The rule of thumb is that it costs five to ten times less to keep a customer than it does to acquire a new one. This is a major impetus behind the move to *Customer Relationship Management*.

**Customization:** See Personalization

**Data Driven Graphics:** Graphics, such as charts, which are generated by sending the raw numerical data to the DFE or RIP rather than creating individual charts in advance for each document in a print run. A digital printing system that can produce data driven graphics reduces the workload and bandwidth requirements for the earlier components of the system.

**Data Mart:** A subset of the information contained in a data warehouse.

**Data Mining:** Searching large volumes of data looking for patterns that accurately predict behavior in customers and prospects.

**Data Model:** A structured way of viewing a set of data – the design of the tables and their corresponding relationships in a relational database that are needed to support a vertical industry.

**Data Warehouse:** 1. An information infrastructure that enables businesses to access and analyze detailed data and trends. 2. A separate store of transactional data that provides a single integrated view of the customer. (Also known as Customer Information Repository).

**Database Management System (DBMS):** Software used to create and maintain a database. Provides a layer of transparency between the physical data and application programs.

**Database Marketing:** The use of customer profiles contained in a database to market to customers.

**Database Publishing:** A process for managing, creating and publishing content through extensive use of database systems and content creation tools.

**Decision Support Systems:** Software application that helps to analyze data contained with a customer database. (Also known as Executive Information Systems, EIS)

**De-duplication:** Removing duplicate records from a database, especially when two or more databases have been merged to form a single larger list.

**Digital Asset Manager:** A software package that organizes, tracks and manages digital assets such as graphics, logos, pictures and text.

**Digital Front End (DFE):** see RIP.

**Digital Printing:** Printing technology (laser printer, inkjet printer, digital press, etc) that can produce printed sheets directly from a computer file, without going through some intermediate medium such as a film negative or an intermediate machine such as a plate-making machine.

**Direct Mail Advertising:** Any promotional effort using the Postal Service for distribution of the advertising message.

**Direct Marketing:** A direct communication to a customer or business that is designed to generate a response in the form of an order, a request for further information, or a visit to a store or other place of business. (Also called Direct Response Advertising)

**Direct Response Advertising:** See Direct Marketing

**Doubling Day:** A point in time established by previous experience when 50% of all returns to a mailing will normally be received.

**Element:** see Component

**Enterprise Resource Planning (ERP):** Multi-module application software that helps a company manage the important parts of its business such as product planning, parts purchasing, inventory management, supplier interaction, customer service, order tracking, finance and human resources.

**Enterprise Customer Management (ECM):** The concept of moving ownership of the customer up to the enterprise level, and away from individual departments.

**Events:** Significant happenings in either the life of the customer (e.g. marriage, birth of child) or externally to the relationship with the customer (e.g. competitor activity) that may affect purchasing habits. Event-triggered communications are an important application of promotional VDP.

**Executive Information Systems, EIS:** See Decision Support Systems

**Extract File:** A subset of a large database used for analysis, often formatted as a flat file for downloading to a personal computer or workstation.

**Frequency Marketing:** A marketing program that recognizes and rewards customers based on their purchasing behavior. (Also known as Loyalty Programs)

**Geocoding:** Analysis of geodemographic data such as ZIP codes, counties, regions, etc.

**Hard Benefit:** A program benefit that the customer would otherwise have to pay for (e.g. free air travel, free hotel lodging, etc.) See also *Soft Benefit*.

**Householding:** The grouping of individuals by household or relationship patterns.

**Interactive Marketing:** Marketing products or services via the Internet.

**Kill Bad Name (KBN):** Action taken with undeliverable addresses

**Lifetime Value (“LTV”) of Customer:** Viewing the value of a customer in terms of how much product or service he will purchase during his lifetime, not just on the current transaction. By focusing on LTV, a marketer gets a much more realistic picture of the value of keeping customers loyal.

**Loyalty Programs:** See Frequency Marketing

**LTV:** see Lifetime Value.

**Marketing Automation:** Automating the business processes involved in marketing: campaign definition, creation, and execution; market segmentation and targeting; collecting and analyzing response, and feeding back the response into the system.

**Marketing Campaign Lifecycle:** The full cycle of events in a marketing campaign including planning, execution and assessment.

**Marketing Velocity:** The speed of cycling through the marketing process – all of the steps in the Marketing Campaign Lifecycle.

**Mass customization:** The ability to cater to a “market of one,” printing tailored to an audience of one specific individual.

**Needs-based Differentiation:** How customers are different, based on what they need from the enterprise. Two customers may buy the same exact

product or service for two dramatically different reasons.

**Open Database Connectivity (ODBC):** an industry standard method of connecting to a database to request and receive data records.

**One-to-One Marketing:** Marketing process through which a business identifies its individual customers, differentiates among those individuals, interacts with customers and records responses, and customizes communications for individual consumers. Popularized by Don Peppers and Martha Rogers, Ph.D., in their series of “One To One” marketing books.

**Online Analytical Processing:** An application that looks for trends and patterns in corporate data in real-time.

**Online Transaction Processing (OLTP):** An application that assists in the processing of a transaction and provides all the necessary information to complete the transaction. (e.g., the program running in front of the telephone operator when a consumer calls and orders a product from a catalog. The operator needs access to product information (what colors does that come in?), pricing, availability, delivery options, etc.)

**Page Caching:** Processing all the static elements on a VDP job only once and saving the result for reuse on every page in the print job. The variable elements for each sheet are then merged with the cached page to make the final printed piece.

**Page Element:** see Component

**Personalization:** Customizing a document by varying the text, graphics and layout to meet the

needs of an individual consumer. (Also known as Customization)

**Portable Document Format (PDF):** A file format created by Adobe Systems based on its PostScript® page description language. PDF files are platform- and device-independent, and are much easier to “port” from one user’s system to another without errors arising. PDF files are created and supported using Adobe’s “Acrobat” software tools; also, many other vendors have announced development of tools that support and expand the use of PDF in graphic arts production.

**PostScript:** The *de facto* standard page description language for the graphic arts, created by Adobe Systems. PostScript instructions created by application software and the printer driver are sent to a PostScript output device to describe the page the user wishes to have output.

**Product Holding:** What products a customer has purchased and what products they currently hold.

**Product Usage:** How the customer uses a product.

**Promotion:** Marketing communication activities that further the awareness, acceptance and sale of merchandise or services.

**Propensity Scores:** Scoring, based on past customer history, which portrays the likelihood a customer will perform a certain action.

**Pull Marketing:** Communications with a customer that are originated by the consumer.

**Purge:** The process of eliminating duplicates and/or unwanted names and addresses from one or more lists.

**Push Marketing:** Communications with a customer that are originated by the company.

**Raster Image Processor:** see RIP.

**Recurring Content:** See Reusable Component

**Reflow:** Dynamic hyphenation and justification of a text block caused by insertion of variable content. (Also known as Rejustifying)

**Rejustify:** see Reflow

**Relational Database:** A database built using the relational model, based on tables linked by a common key. Relational databases do not have any predefined access paths, and the order of records within each table is arbitrary.

**Relationship Management or Relationship Marketing:** see Customer Relationship Management

**Response Rate:** in a direct mail campaign, the percentage of recipients who responded. Response rate is a vital measurement of the success of any such campaign. The rule of thumb in the US and Europe is that typical response rate is 2%, but estimates in various industries range from a fraction of a percent to 4-5%. A major goal of promotional VDP is to generate higher response rates.

**Response Tracking:** Recording responses received in answer to a marketing campaign.

**Reusable Component:** Component reused within a personalized print job. (Also known as Recurring Content)

**RFM Market Analysis:** Segmenting customers based on Recency, Frequency, and Monetary value of transactions.

**RIP:** 1. noun: Acronym for Raster Image Processor: Hardware or software that converts a page description from some abstract language into a "raster image" – a pre-computed pattern of individual bits that are ready to be imaged on a digital output device: laser printer, imagesetter, digital press, etc. In the graphic arts industry, "RIP" almost always (but *not* always) refers to something that reads PostScript. 2. verb: To convert a page description file to bits, using a RIP. The RIPping process is also called rasterizing.

**SAS (Statistical Analysis System):** A comprehensive statistical and graphical package that includes modules for several types of specialized analysis.

**Sales Force Automation:** Automating the business processes involved in sales such as contact management, information delivery, and proposal configuration. Note: in 1998, the industry Sales Force Automation Association renamed itself CRMA: Customer Relationship Management Association. This reflects a trend that's important to the VDP industry: marketers are increasingly recognizing the importance of managing the entire customer relationship over a lifetime, not just through a single sales process, and CRM requires frequent communication, which often uses VDP.

**Scoring:** A technique that uses a model to predict future behavior. The score assigned to each individual in a database indicates that person's likelihood of exhibiting a particular behavior.

**Scrubbing:** See cleansing

**Segmentation:** Dividing customers into groups, each with common demographic attributes.

**Soft Benefit:** A program benefit that strengthens the customer's sense of special status and does not generate significant expense to the sponsor (e.g. discounts, advance notification of sales, special shopping hours, etc.) See also *Hard Benefit*.

**Statistical Modeling:**

**Suppressions:** Indicators to not communicate with a particular consumer or group of consumers.

**Transactional:** Representing or recording a business action of financial exchange.

**Variable Data Printing (VDP):** A digital print run where each printed page is somewhat different, with the variations usually determined by relating page content to customer information in a database. (Also known as Variable Information Printing or VIP.)

**Variable Information (VI) or Variable Information Printing(VIP):** see VDP.

**Versioning:** A form of short-run printing, where different versions of a document may go to different geographical areas or people with different income levels. Versioning can be done on a press that does not have VDP capability, because hundreds or thousands of identical sheets are printed for each "version" of the job.

**Workflow:** The decisions, steps and information paths taken in creating and outputting a digital document. In current graphic arts usage, "workflow" may be used loosely, sometimes including materials, processes and data as well as specific operator procedures.

**CONTACT PODI**

PODi, the Digital Printing initiative, is a non-profit industry initiative focused on evangelizing the opportunities in digital printing technology and leading the evolution of the digital printing infrastructure by promoting interoperability through standards. Membership is open to leading vendors and developers involved in digital printing. A current membership roster can be obtained from our Web site at <http://www.podi.org/>. Additional information regarding PODi may be obtained by calling (585) 239-6063.

150 Lucius Gordon Drive ♦ Suite 203  
W. Henrietta, NY 14586  
585.239.6063 voice ♦ 585.239.6093 fax  
info@pod.org ♦ www.podi.org