

## NEW MEMBER NEWSLETTER

**THE PROCESS:** Variable Data Printing

**THE CLIENT:** AAA New York

**THE CHALLENGE:** To create a program that would increase membership retention among new members. They were looking to demonstrate the value of membership in AAA to younger members who had different interests from the aging membership group.

**THE SOLUTION:** AAA New York engaged with Sentinel to create a personalized 1-to-1 Variable Data New Member Newsletter. The members would receive information relevant to him or her. Articles were selected for the newsletter based on demographics such as:

**IMAGES**  
BASED ON DEMOGRAPHIC  
(SINGLE, COUPLE, FAMILY)

**FIRST NAME**

«First Name», don't waste time and energy searching for the best every day discounts. More than 175,000 locations have discounts waiting for you in stores, online or by phone. Brands you know and trust, just like AAA.

**BROADVIEW SECURITY**  
AAA members who are new Broadview Home Security<sup>SM</sup> customers save over \$200 with a standard security system installation for only \$29, plus a 2nd keypad installed absolutely FREE. Call 1-800-452-7465 today. Broadview Home Security<sup>SM</sup> is dedicated to rapid response and peace of mind for families, homeowners and businesses.

**LENSCRAFTERS**  
AAA members save 30% on eye exams, a complete pair purchase of eyeglasses and sunglasses at LensCrafters. To find a location near you call 800-522-LENS(5367) or visit LensCrafters.com.

**EagleRider Motorcycle Rental** makes it easy for AAA members looking for a unique experience. AAA members receive a 12% savings on all motorcycle, scooter, ATV, snowmobile and jet ski rentals; 10% savings on accessories; and \$250 off any pre-owned motorcycle purchase. To find the nearest EagleRider location or to reserve your motorcycle rental, visit AAA.com/EagleRider or call (877) 969-5023.

**OFFERS**  
BASED ON DEMOGRAPHIC

For a complete list of discounts, visit [AAA.com/Discounts](http://AAA.com/Discounts)

- Age
- Marital Status
- With or Without Children
- Location

Sentinel used data-driven tagging to personalize each newsletter with appropriate graphics, messages, and special offers specific to each member.

**THE RESULTS:** Initial results for AAA New York are positive. New members who receive the variable-printed newsletters are 3% more likely to renew their membership than those members who receive a generic, non-personalized version.