

## 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 by promoting partners and services that would appeal to members based on demographic.

**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**

**OFFERS**  
BASED ON DEMOGRAPHIC

**AAA**  
Show Your Card & Save

**For a complete list of discounts, visit 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 with an impressive 3% increase in renewal rates. New members who receive the variable-printed newsletters more likely to renew their membership than those members who receive a generic, non-personalized version.