

**200,000 LETTERS.
PERSONALIZED.
20 VERSIONS.
60 MAILING GROUPS.
PRINTED.
STUFFED. MAILED.
4 STATES.
947 ZIP CODES.
EVERY WEEK.
52 WEEKS A YEAR.**

NO SWEAT.

With 1.3 million customers, Insight Communications is the 9th-largest cable operator in the country. With services that include digital video, HDTV, DVR and digital phone, effectively cross-selling products is critical to Insight's success. How does Insight cross-sell services to existing customers? Direct mail. Who did Insight choose to handle its direct mail? **VisionDirect**.

It's not a simple project — 200,000 letters, 20 letter versions, 60 mailing groups — mailed every week. But **VisionDirect** makes it easy for Insight. **VisionDirect** sorts the data, customizes the content, provides the personalization, and gets the project mailed on time, week after week. Does it work? Insight recently posted a year-to-year revenue increase of 12%.*

If **VisionDirect** can make a complicated direct mail project efficient, effective and easy, imagine what we can do for you? **Contact Doug Switzer at 317-283-1700 or Dswitzer@vdirect.us**



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