

# QUANTUM VARIABLE DATA CHECKLIST



You've taken the time to develop your marketing communication strategies and are ready to engage your audiences. However, in order to be effective for execution, you should take a moment to verify that your variable data is in order. Here are quick tip guides to help ensure your variable data is complete and ready for production:



## Business To Consumer Variable Data Checklist:

- |  |   |
|--|---|
| <input type="checkbox"/> Prefix          | <input type="checkbox"/> Zip Code       |
| <input type="checkbox"/> First Name      | <input type="checkbox"/> Member ID      |
| <input type="checkbox"/> Last Name       | <input type="checkbox"/> Offer One      |
| <input type="checkbox"/> Address Line #1 | <input type="checkbox"/> Offer Two      |
| <input type="checkbox"/> Address Line #2 | <input type="checkbox"/> Offer Three    |
| <input type="checkbox"/> City            | <input type="checkbox"/> Reward         |
| <input type="checkbox"/> State           | <input type="checkbox"/> Call to Action |

## Business To Business Variable Data Checklist:

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> Prefix          | <input type="checkbox"/> City        |
| <input type="checkbox"/> First Name      | <input type="checkbox"/> State       |
| <input type="checkbox"/> Last Name       | <input type="checkbox"/> Zip Code    |
| <input type="checkbox"/> Title           | <input type="checkbox"/> Member ID   |
| <input type="checkbox"/> Company Name    | <input type="checkbox"/> Offer One   |
| <input type="checkbox"/> Address Line #1 | <input type="checkbox"/> Offer Two   |
| <input type="checkbox"/> Address Line #2 | <input type="checkbox"/> Offer Three |



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