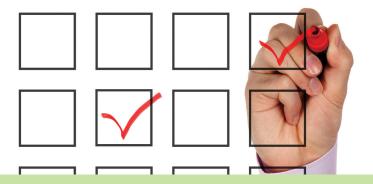
## QUANTUM VARIABLE DATA CHECKLIST



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:

- ☐ Prefix
- ☐ First Name
- ☐ Last Name
- ☐ Address Line #1
- ☐ Address Line #2
- ☐ City
- State

- ☐ Zip Code
- Member ID
- ☐ Offer One
- ☐ Offer Two
- ☐ Offer Three
- ☐ Reward
- ☐ Call to Action

## Business To Business Variable Data Checklist:

Prefix

- ☐ City
- ☐ First Name
- State
- Last Name
- ☐ Zip Code

☐ Title

- Member ID
- ☐ Company Name
- ☐ Offer One
- Address Line #1
- ☐ Offer Two
- ☐ Address Line #2
- □ Offer Three



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