



# Data Driven

How Go Inspire  
Helps their Customers

Go Inspire  
Nick Cole, Managing Director  
Country: UK  
Segments: Direct Mail and Transactional

**GO INSPIRE.**



How does a company that has been honing its expertise in customer communication accelerate their growth? They invite their clients to discover the power of data-driven marketing. For 30 years the Go Inspire Group has been adopting revolutionary technology enabling their expertise in “marketing in the moment”, to allow their clients to remain in constant communication with their audience, bringing color and personalization into the mix. Partnering with HP, they have acquired three HP PageWide Web Press T200 HD Color series and an HP PageWide Web Press T490 HD. The two older machines will be upgraded to the HP PageWide Web Press T250 HD with HP Brilliant Ink.

Go Inspire is the strategic advisor to their clients. They leverage their ability to advise clients on how to use complex data-driven campaigns, mailing frequencies, and follow-up planning, all to help marketers target as quickly and perfectly as possible without limitations.

“It’s almost as if timeliness is the new personalization.”

Keeping one eye on the calendar to advise clients on when to execute their next Direct Mail campaign, and the other eye on trends and technology, Go Inspire ensures that they will always have a ready supply of ideas to power their future.

One important part of the partnership with HP is that it helps Go Inspire offer their customers with a choice. Customers want what they want and when they want it. They want to have a say in the look, run lengths, and turnaround time. With their HP inkjet presses, Go Inspire has developed programs that respond to the immediacy demanded by many of their clients at prices that maximize their budgets. And, just as they trust HP to keep innovating, they have established themselves as a strategic partner to their clients so that they get more from their marketing spend with Direct Mail that works.

To learn more about HP PageWide Web Presses and introducing the new HP PageWide Web Press T250 HD with HP Brilliant Ink, please visit [hp.com/pagewidewebpressT250](http://hp.com/pagewidewebpressT250).

