

Igniting LiquiFire, Number 2:  
**Personalized Graphic Text**

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## Igniting LiquiFire, Number 2: Personalized Graphic Text

### Overview

LiquiFire can be used to preserve visual design integrity through graphic text — without the burden of static image creation — while retaining the ability for data-driven content.

In this example, LiquiFire will be used to generate graphic text on-demand for the recipient greeting. This text is to be displayed as a brightly colored display typeface *not* available in the standard HTML fonts supported by browsers.

#### Design Criteria is Preserved

In this instance, the balance of the communication was highly visual, and the sender wanted to preserve their design criteria yet offer a personalized greeting — this required that elements of the E-mail be turned into image-based text so a font not within the boundaries of browser-based HTML formed the design basis. Because browsers and E-mail clients not only contain limited font selections but also give the end user control over the display (including colors, backgrounds, etc.), the use of graphic text eliminates communications design failures based on environments outside the sender's control.

#### Proven: One-to-One Marketing Personalization increases the “Open” Rate

Personalized communications have 3-times greater likelihood of being read than those without targeted personalization. This is true even if the sender is unknown to the recipient, but even more important if the sender is known, since personalization substantiates the relationship and proves the Customer Value Proposition that is so important in today's electronic communications.

### Comparable Examples

#### Personalization Within the Body of Communication Text

With LiquiFire Dynamic Imaging, it's possible to generate an entire communication or Web site entirely as images. This gives the designer and sender total control over the “look and feel” of the communication — without sacrificing design, increasing roll-out or development costs, nor customization flexibility.

This approach does not have to be applied as a whole. Captions on product images, etc., in the body of the communication can be given similar image-as-text personalization, whether or not the entire communication is image-based.

Because the graphic text is generated on-demand by LiquiFire, the ability to drive the text content from database or other data sources is preserved, unlike a static image approach.

Are your images fluid?™

## Use of Graphic Text Instead of Browser-based Fonts

With LiquiFire, it's a snap to utilize graphic text instead of the limited browser-based fonts loaded into most browsers. By using graphic text, the font need never be installed, but the user still sees the desired font, the desired size, and the desired effects. Colors that would normally be under the browser control or may be restricted to the 216 color set are instead part of the image – removing all limitations and enabling titles, headings, and other important data to really stand-out and conform to the overall presentation design.

## Assets Needed

### Appropriate Typeface

Unlike HTML text, since the graphic text will be created by LiquiFire, only the LiquiFire server needs access to the fonts used. The fonts can be loaded onto a LiquiFire server, or more commonly, read by LiquiFire from another Web-server when needed. LiquiFire's lightening-fast rendering speed means that users experience no delay despite the rich graphic text being displayed.

### Personalization (Variable) Text Source

Since this is a personalized greeting, each salutation will contain a different name (variable text). LiquiFire needs a source and routine by which to retrieve this text. Because of LiquiFire's "in-line integration," it will capture this data via the same means you would use for non-graphic (HTML) text display for a personalized greeting.

## Dynamic Imaging Goal

### Graphic Text

Simply put, LiquiFire will render the appropriate text in the desired font, the desired color, and with the desired effects.

### Variable Text

Because this is personalization, LiquiFire will read the appropriate source for the variable information and format that along with any standard (non-variable) text into a single string.

### Desired Effects

Among the effects which LiquiFire can apply to this text are colors, drop-shadows, outlines and boxes, or even more complex animation effects presented as animated-gif.

## Create image chain

### Annotated View of LiquiFire Image Chain

The `text` command creates a new image appropriately sized for the text it will contain. It then also performs the text imaging, using the font, size, and fill- and stroke-colors provided.

```
text=font [Myriad-BoldCondensed], fill [purple], fontsize [16],
text [Thank you, Sharon, for being such a loyal customer.]
```

The `sink` command tells LiquiFire that processing is complete. It can also specify the image format in which the resulting image should be returned to the browser.

```
sink=format [gif]
```

Since the image tag within the HTML page or E-mail would commonly reside in the page template, the insertion of the recipient's name could be acquired from an external data source such as a database. For example, if your environment uses `{first_name}` as the tag to represent the recipient's first name, the following image tag could be used to generate graphic text for each individual user, based on the template-database merge:

```

```

After this merge has completed for an individual 'Sharon', the HTML page or E-mail that results will contain the following image tag:

```

```

### Result

**Thank you, Sharon, for being such a loyal customer.**

## About LiquidPixels

Founded in 2000, LiquidPixels, Inc. provides LiquiFire® — the premier middleware solution for enterprise dynamic imaging.

LiquiFire products yield greatly reduced costs, streamlined workflows, and easy integration while significantly enhancing online environments, increasing the likelihood of purchase, and uniquely fulfilling the one-to-one promise of the Internet. The patent-pending LiquiFire suite of solutions is available both as enterprise servers and as a hosted service.

A privately held company, LiquidPixels operates facilities in Rochester, NY and Boston, MA. For more information, visit [www.liquidpixels.com](http://www.liquidpixels.com), call 866.808.4937, or write to [info@liquidpixels.com](mailto:info@liquidpixels.com).