

## Personalized URLs (pURLs)

*Combining the power of the internet with the flexibility of variable data*

### WHY IT WORKS

Numerous studies from respected industry organizations show that personalizing a printed communication with relevant and meaningful information – a person's name, a product they're interested in, or even a pie chart showing spending habits – can double the rate of response when used in direct mail applications.

### WHAT IT IS

A personalized URL (pURL) carries the success of variable data printing a step further by driving recipients to an individualized web page, allowing marketers to hyper-target specific markets and individuals. Personalized URLs allow you to:

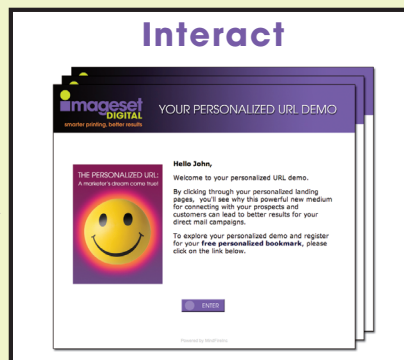
- Improve direct mail and response rates
- Provide personalized content in response to respondents' preferences
- Engage respondents in more meaningful dialogue

### HOW IT WORKS



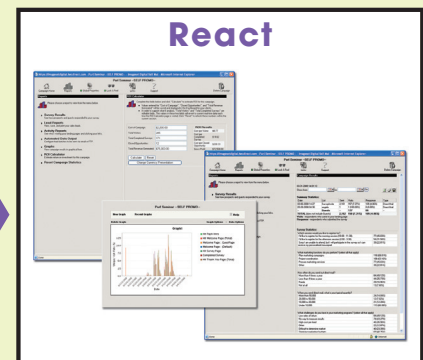
#### Step 1: Attract. Print Personalized Web Addresses on each Direct Mail Piece

Your mailing list is used to automatically generate personalized URLs (pURLs) for each individual (record) in your mail file. The pURLs invite each mail recipient to their own "private screening" of your product or service. Or you simply invite them to learn more - on their own terms.



#### Step 2: Interact. Capture Visits to VIP Landing Page

When "John Doe" visits his personalized web address, he visits a "VIP Landing Page" built specifically to support the direct mail piece he holds in his hand.



#### Step 3: React. Generate Leads, Print Reports, and Follow-up

The VIP Landing Pages can expand the direct mail message or offer and obtain key qualifying information. You can ask questions about buying preferences, or invite John to begin a self-serve transaction, request a visit from a company representative, or request further information.

### MANAGE RESULTS

Responders can be profiled based on their preferences and obtain key qualifying information. From the online data, you'll be able to generate powerful reports and gain immediate insight into the effectiveness of your campaign. You can track results by individual responder, visitor profile, or any other criteria. You can also automatically route leads to the appropriate representatives via multiple communications platforms, including CRM, email, cell phone and pager.

### HOW WE CAN HELP

As pioneers in variable data technology, ImageSet has the technology, the staff, and the production capabilities to make the power of personalization work for your business. Call us today to find out more information.

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### *Ideas for running a campaign*

- Lead generation (gaining new customers, introduce new service or product to existing clients)
- Acquire new points of contact for mail files (i.e., gain email or phone number, when all you originally had was the address)
- Distribute coupons
- Invitation to attend an event (tradeshow, seminar, etc.)
- Announce a special offer/sale
- Gain email addresses/Opt-in campaign (some companies are looking to mail less and email more often, but don't have the data to do that and typical responses when asking for email addresses have been very low)
- Clean house list (update info page)
- Drive prospects to your website or redirect them to another website
- Drive traffic to a tradeshow booth to continue the 1:1 conversation started online
- Secure appointments
- Academic recruiting
- Perform customer satisfaction surveys (mailed survey responses are VERY low, and the data needs to be tallied)
- Target market surveys (learn more about the needs of your target market prior to launch)
- Seminar/Event registration
- Market research (i.e., food companies can send specific coupons to market testers and have them respond online)
- Campaign testing (which performs better mail piece A, B, or C; which email performed better, etc.)
- Distribution of secured product info (i.e., a nationwide insurance company wants to distribute new sales materials to the sales force of 6,000. The content can be provided online and be accessible from anywhere in the country 24/7.)
- Increase retail traffic
- Product announcements (can do several at one time, based on the data)
- Verify lead interest (i.e., you have had a prospect on your list for some time with no real movement. Guide them to the landing page and then gauge their interest for further relationship development.)
- Re-contact strategy (i.e., sales dropped the ball and there are tons of customers who have not been re-contacted to enhance the business relationship, reconnect with inactive customers)
- Qualify leads (these are hot leads, no cold leads like other methods)
- Loyalty marketing (let customers know how special they are, include offers with personalization, products specific to their needs, strengthen relationships)
- CRM marketing integration (gain leads and then data is sent to CRM program for sales lead distribution or database updating)
- Product warranty registration