

Relevant Marketing with Personalized Web Pages

The Perfect Marriage of Print and Online Technology

Personalized URLs can help you increase direct mail response and turn more prospects into buyers.

With custom Web addresses, you can deliver a personal and powerful fulfillment experience unique to each prospect ... and increase the overall R.O.I. of your direct mail campaigns. Studies show that using PURLs with a relevant message can increase response rates two to five times.

PURLs combine the high impact and quality of a direct mail campaign with the speed, accessibility, convenience, and economy of Internet response and fulfillment. When you only get one chance to make a first impression, using print and online technologies to deliver an easy and convenient buyer experience sets you apart and makes you instantly more memorable.



What are the advantages?

- >> **Increased response rates.** PURLs encourage response because the messages are personal and address your prospects' specific needs. That means more dollars for your fundraising campaign. More attendees at your event. And more sales leads for your company growth.
- >> **Accelerated sales conversion.** Tailored Web content anticipates and responds to specific prospect interests, moving them from product investigation, to consideration, to sale quickly and easily.
- >> **Buyer convenience.** Responding is easy, and relevant information is delivered immediately to a personalized landing page.
- >> **Enhanced tracking.** You receive an instant record of each response and can track what prospects view and for how long...information you can use to fine-tune your future campaigns.
- >> **Real-time sales leads.** Put "hot" prospects in the hands of your sales team immediately by sharing the information you are gathering electronically – as soon as it comes in.
- >> **Ongoing relationship management.** Once you have established customer connections, create PURLs to leverage your knowledge of their preferences and buying patterns to more effectively cross-sell and up-sell.

How do PURLs work?

Like any personalization, the addition of PURLs to a direct mail campaign **increases impact to engage prospects**. The customized content of your mail packages is produced quickly, accurately and affordably using variable data print technology.

But a customized mail package is just the beginning. When prospects receive your mail, they are directed to log on to a Web site using their own personalized URL. PURLs typically look like this:

<http://firstname.lastname.yourdomain.com>

When they get to the landing page, your prospects are greeted by more **personalized content** drawn from your database. This can be basic identity information but can also reflect some specific interests. You can even customize these destination pages using **special images, videos, or audio**. As the user interacts with the page, site programming can deliver additional information on the fly.

By using PURL technology, you open an **online sales dialogue**, guiding the prospect through the selling process at a pace that is comfortable and convenient to them. When they are ready to **take the next step**, you can share prospects' information with your sales people for follow-up, **seamlessly closing the sales loop!**

While PURLs encourage prospects to respond and help you develop sales, they can also **gather valuable customer intelligence** that can shape even more targeted direct mail campaigns later. PURLs allow you to **track each prospect's activity** on the Web site to see if selling messages should be reprioritized based on what information is attracting the most attention. You'll see what offers or options are most popular, and other preferences that can mean the difference between "really good" and "great" results.

Let Allegra put PURLs to work in your next direct mail.

We have the experience and expertise to help you plan and implement a powerful PURLs-based direct mail campaign. We'll help develop a PURLs-based mailing plan designed to meet your goals efficiently, effectively and economically.

Then we'll provide expert support to handle all of the details, including database management, complete creative services, high quality variable data printing, and mailing support. We'll even help you measure your R.O.I.



ALLEGRA

MARKETING • PRINT • MAIL

255 York Boulevard
Hamilton, ON L8R 1Y7
905-528-2999

11 Hughson Street S.
Hamilton, ON L8N 4K2
905-522-0788

www.allegrahamilton.com

