

strategic marketing solutions | **PURLs**

Cross Media campaigns customized to meet your needs

Smart Marketing that Drives Results...

**PURLs increase response rates:
they're targeted, relevant and effective.**



What is a PURL?

A Personalized URL (PURL) is a web address that points to a microsite specifically tailored to an individual visitor. The site is customized through the use of variable fields that are linked to a database containing unique information for each potential visitor. The customized link is generated from a database that directs the recipient to their own unique "microsite" or "landing page". An example of a PURL would be a URL such as **www.purlsite.com/John** where the recipient John Smith receives a direct mail or email message that features the link and encourages him to visit the web page.

How do PURLs work?

Dynamic microsites are built and merged on our server. Each web address is unique to the recipient, as is the content of the web page. PURL techniques are similar to those used in variable data printing. Often, the two are used together where a personalized mailing featuring the link connects the printed message to an online response site. Once the process has started and data is collected online, customers receive refined messages which continues their engagement. The personalized nature of a PURL campaign can create a more direct relationship with the target audience.

Why PURLs work

Personalized landing pages are much more dynamic and targeted than a typical company website or other more broad messaging venues. PURLs allow you to personally greet the respondent, understand their level of interest, gather and update contact information and then potentially pass them directly to a sales agent or to a relevant page on your website. Behind the scenes, a lead email captures the response and is sent to the assigned salesperson for follow-up. Campaign data is constantly being updated and can be accessed real-time through a web-based dashboard.

PURLs allow you to continue the conversation from the direct mail piece through to the internet. PURLs can be used to gain more information, promote products, increase sales, work in tandem with direct mail, create a call to action and provide a clear response channel.

PURLs increase response rates

PURLs can dramatically impact your response rate. Results will vary and while there are no guarantees in direct mail, our clients have seen response rates double, triple, even more - as a result of adding PURLs.

Why? **Because they're personal:** the link that is included in a PURL email usually contains the recipient's name. Who can resist clicking on their own name? You can also dynamically merge any fielded information, gender specific pronouns, photos, and much more!

And PURLs are relevant. When you tailor information to people's specific interests – products or services specific to each individual's job or geographic location, for instance – they're more likely to respond because you've provided something very relevant.

PURLs create dialogue and engagement. Once the process has started, follow up e-mails can be sent automatically based on response to the initial campaign. You're not just sending another generic message to people who responded or didn't respond to your first campaign but you're sending additional messages based on specified preferences. This process builds a relationship and rapport with the people you're emailing.

One rule of thumb in direct marketing is, "the more options for responding to an offer, the higher the response rate." In the past this meant a toll-free number, a business reply card, a website, or retail redemption. PURLs are the alternative to a business reply card that recipients fill out and mail back in. When the recipient goes to the PURL, their name and information is immediately populated. PURLs create an urgency and immediacy allowing recipients to access information, offers, registrations or surveys. They can simply click a button to get the additional offer or information. That "click" is then forwarded to you as a qualified lead.

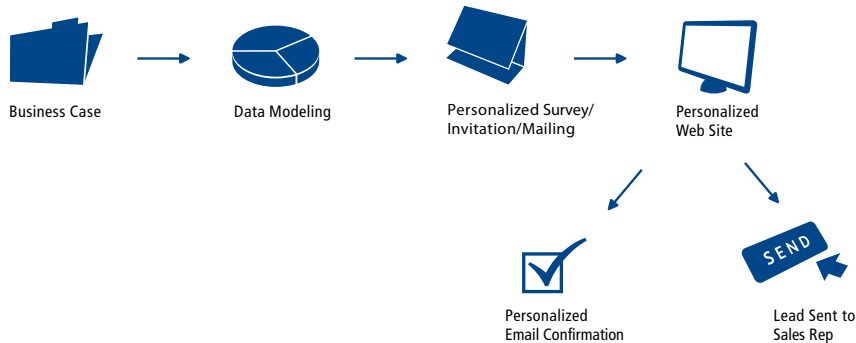
When it comes to getting good response rates, targeted and relevant solutions are the answer. Today's consumers want to be communicated with personally and receive information that is targeted to their interests.



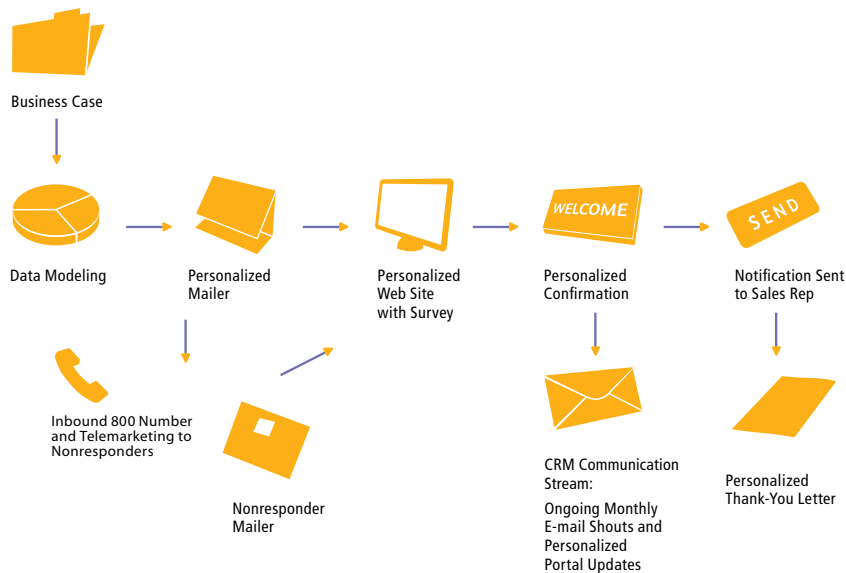
Cross Media Solutions Set the Stage for Success

Providing more reply options creates a higher response rate

Basic Campaign



Enhanced Campaign



The recipient receives a direct mail or email message that features the PURL link and encourages him to visit the microsite. When the recipient goes to the landing page, their name and information is immediately populated. PURLs create an urgency and immediacy allowing recipients to access information, offers, registrations or surveys. They can simply click a button to get the additional offer or information. That "click" is then forwarded to you as a qualified lead.

Crown Printers has a dedicated team ready to help you achieve your goals. We can bring a variety of solutions & services together into a single, effective process.

- Variable data processing
- Variable image print
- Digital print production
- Wide Format print
- Personalized URLs (PURLs)
- Microsite development
- Lead-generation programs
- Trade show support
- Digital storefronts
- Data management
- Mailing/Fulfillment
- And more ...