

THE TRUE BEAUTY OF PURLs

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EXECUTIVE SUMMARY

Since the explosive growth of the Internet in the late 1990's, marketers have sought creative methods to harness the inherent potential of this new mass medium. However, until very recently, there have been very few ways to efficiently tie together direct mail, and the Internet. Personalized URLs (PURLs) are a powerful new way to create programs that are engaging and relevant to customers and prospects.

WHAT ARE PURLs AND HOW DO THEY WORK?

By leveraging the advantages of full-color Variable Data Printing (VDP), direct mail pieces can now contain PURLs (personalized URLs) that drive recipients to individualized web pages. Research indicates that recipients are nearly twice as likely to visit a PURL site that contains the recipient name (i.e. www.PURLpage.com/Joe_Recipient) than a generic web address. PURL campaigns achieve significantly higher response rates and ROI than conventional direct marketing campaigns, gather critical recipient intelligence, and enable automated analytical and reporting capabilities.

The authoring software that is used to create the personalized printed piece also has the ability to generate and populate a set of unique web pages (PURLs). The pages can perform a variety of functions, including promotional offers, surveys, forms, data gathering, or any number of marketing activities. The only practical limitation in implementing PURLs is your imagination!

The real power of PURLs is what happens after the recipient has visited the web page. An automated tracking system enables continuous monitoring of the campaign's efficacy as customers visit their personalized pages. Metrics such as time spent on site, click-throughs, and other data analytics can be captured and measured. Fully customizable reporting provides the necessary intelligence, in the most appropriate forms, to achieve measurable bottom-line results.

WHAT ARE THE BENEFITS OF PURLs?

- Know which recipients visited which page(s)
- Ease of A/B testing
- Integrate data into existing databases and CRM systems
- Automatically initiate follow-ups
- Collect recipient behavioral data
- Identify individuals with a high interest level
- Track which offers motivated which recipient to action
- Serve up relevant and timely content
- Link to existing online content or cross-sell

HOW CAN RDI HELP?

Research Data has the complete set of resources and capabilities to deploy your integrated marketing strategy through the intelligent use of PURLs. RDI is one of a select few providers who can implement your direct marketing projects from start to finish: business analysis, creative services, solution development, full-color digital printing, mailing, and fulfillment.

Contact a Research Data representative today at (804) 643-3468 or sales@researchdata.com for more details.



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