

PURLs & Landing Pages

The Impact of Direct Mail. The Convenience of Web-Based Response

Print Sf's 1-to-1 publishing platform makes it easy to include personalized URLs ("PURLs") on every direct mail piece, enhancing the power of direct mail with the convenience of web-based response.

Studies show that using PURLs with relevant messages increases response rates by two to five times. The result is you'll convert more direct mail recipients into qualified leads and won opportunities.



<http://www.printsf.com/DF08/a.jackson>



Integrated, 1-to-1 Cross Media Campaigns

Personalized URLs and landing pages can be created by Print Sf as part of our Professional Services, or you can execute self-service PURL campaigns by importing PURLs which point to existing response channels. Either way, direct mail recipients are invited to their own personal landing page which reinforces and expands on your direct mail offer.

With Print Sf PURL Campaigns, landing pages can include variable data and images driven by your Salesforce data, or any CSV file, and multiple landing page versions can be created to meet list segmentation needs. Preferences and key qualifying information is gathered from responders that can complete self service transactions, surveys, or request to be contacted by your company.

Print Sf PURL Campaigns also empower you to track and manage results in real-time. Responses and leads are tracked, and routed to the appropriate representative at your company via multiple communication channels such as email, cell phone, or via workflow triggers configured in Salesforce.

XMP ID	Customer ID	First Name	Last Name	Referrer	Time of Visit
50	1055	Marcus	Jones	192.159.16.32	9/25/08 4:05:30 PM
50	2155	Thomas	Smith	192.158.16.88	9/25/08 4:07:28 PM
50	22	Jake	Johnson	192.158.14.88	9/25/08 5:15:30 PM
50	59	Sally	Blackmon	125.158.16.55	9/26/08 6:05:55 PM
50	65	Erica	Arnold	192.158.16.88	9/26/08 11:05:20 AM
50	1044	Jessica	Smithson	192.158.16.88	9/26/08 12:00:30 PM
50	31	Monique	Jackson	200.158.16.88	9/26/08 1:03:15 PM
50	28	DeShea	Townson	192.150.15.88	9/27/08 2:05:30 PM
50	17	John	Jacobs	162.158.16.83	9/27/08 4:27:02 PM
50	22	Joseph	Arrelious	192.158.16.88	9/27/08 7:49:01 PM
50	2156	Adam	Burlesconi	192.158.16.88	9/27/08 9:45:42 PM
50	1870	Brian	Longstreet	192.158.16.88	9/28/08 8:12:16 AM
50	2144	Darryl	Swanson	192.158.16.88	9/28/08 10:05:44 AM
50	2812	Dale	Black	133.108.16.27	9/28/08 11:05:30 PM

Example: This 2008 Dreamforce event promo used 1-to-1 messages, images and PURL's driven live from Print Sf's own Accounts and Contacts in Salesforce.