

Personalized URLs

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 for each individual (record) in your mail file. The Personalized URLs 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 the 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 Followup

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 Digital 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.