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## PURL Q&A

### What exactly is a PURL?

A . PURL stands for “personalized URL,” which is a type of website, sometimes referred to as a “microsite,” that is specifically designed to **speak directly to your prospect or customer** on a personal level.

Individual page components can be customized for the particular reader. You can refer to your prospect or customer by name, you can include customized images, and you can include messaging that is specific to him or her. And because, in most case, the personalized web address contains the prospect's own name, the PURL gets noticed, gets visited and gets results! Your prospect or customer feels as if you are speaking directly to him or her - because you are!

### How is a PURL unique?

A PURL, or personalized URL, is a tool that allows you to combine direct mail, web, and other media channels to boost your direct mail response rates. By using digital technology, a PURL campaign allows you to offer a **personalized, customized web address and web page for every prospect and/or customer name on your mailing list**. There's no need for usernames or passwords. Instead, your prospect or customer is taken directly to his or her very own, personalized web page simply by typing in his or her own customized address, such as [JohnDoe.YourCampaignName.com](http://JohnDoe.YourCampaignName.com).

### Why will a PURL campaign increase my direct mail marketing response?

By incorporating PURLs into your direct mail marketing, rather than sending your prospect or customer to the same old “generic” web page that you send everyone to, you can send him or her to a **completely customized site that speaks directly, one-on-one with him or her**.

Better yet, the personalized URL web address contains his or her own name! **People respond to their own names**. In fact, medical studies have proven that the **human brain actually reacts differently** when a person hears his own name. Now, we're not doctors, but we've tested these things extensively on ourselves, and we know that when done right, people really take notice of PURLs. More importantly, they *take action!*

**Does a PURL campaign require that a separate web page be created for every one of my customers?**

No. Just like with variable data printing, we create microsite page templates, then feed your customized information into them. Our specialized software matches your custom messages and images to their proper places to create marketing that's tailor-made for your audience. An unlimited number of templates can be created to coordinate with your marketing campaign.

**Is it cost effective?**

Personalized URLs are a great way to get more bang for your buck when it comes to direct mailing. Rather than creating a multi-part direct mail campaign and throwing a whole lot of information at your audience, you can mail a simpler, more powerful package, send each recipient to his or her own unique web page instead. This response is trackable and measurable, which means calculating your return on investment is easy. When it comes to PURL campaigns, increasing your R.O.I. is what it's all about.