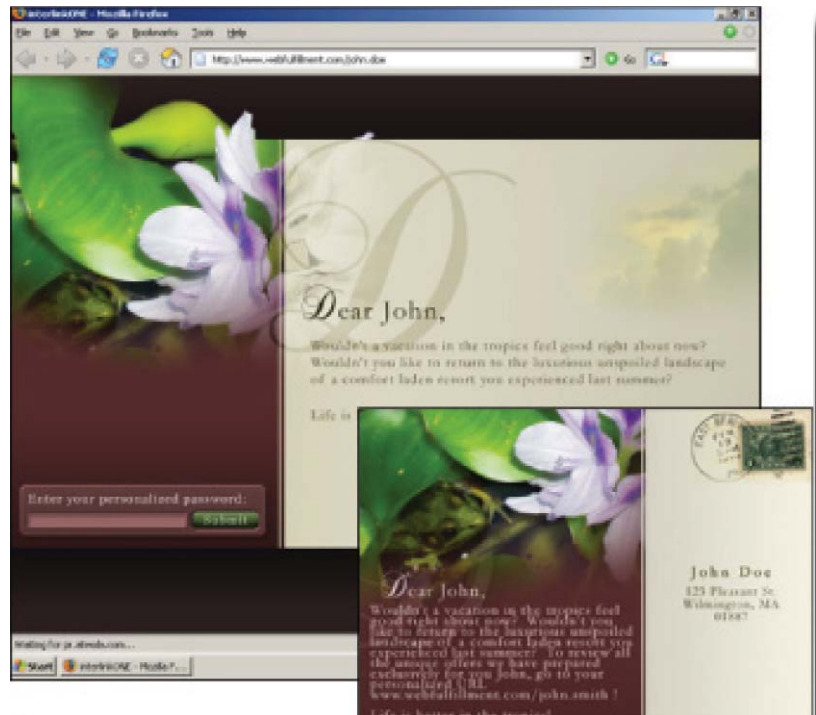


## Personalized URLs



Personalized URLs or PURL(s) are powerful marketing opportunities. Leads are presented with an invitation to go to a web page that contains a customized message. The Personalized Landing Pages created using our product contain single pieces of data; for example the contact's first name, or more complex and targeted messages with unique graphics, text, and data present on the page.

Much like Variable Information Printing, Personalized Landing Pages use the contact data that your organization already has in your database to customize marketing messages and target contact interests. Personalized Landing Pages link to a web form providing the contact with the opportunity to update their contact information and provide your database with even more information about themselves, their interests, and the contact method which is most likely to turn them into a customer!



A customizable message can be created for each Personalized Landing Page.

## Benefits

- Improved response rates
- Increased lead conversions
- Multi-faceted Variable Information publishing options
- Prospect details immediately routed to Sales and Marketing
- Robust contact response forms
  - Easily associate fulfillment based on response
  - Customizable questions
- Multi-level detailed reporting
  - Who clicked where
  - When they clicked the link
  - Where the contact went
  - Complete results reporting