



*Creative*

# *What are PURLs?*

How direct mail marketing and the Internet can  
get your clients' customers to contact them



100 Interstate Blvd. | Edgerton WI 53534-9399 | (800) 410-6245

# What are PURLs?

## Introduction

In the white paper "Variable Data Printing (VDP)", the power of the digital press and software extracting customer and graphics database information was explored. VDP delivers a personalized message right to the mailbox of the targeted customer. Once the message has been received and read, the next challenge is to get an affirmative response from the customer. That's where the use of Personalized URLs (PURLs) comes in.

## What are PURLs?

Technically speaking, the URL part of PURL stands for Universal Resource Locator. This is the information you type into the address bar of your browser (or are directed to when you click a hyperlink) that takes you to a specific web page, like <http://www.amsolutionswi.com>.

URLs can be **generic** like the one above, or **personalized** (unique to an individual user).

## Generic or Personalized?

Perhaps you've just started a series of campaigns and don't have a database, just a mailing list. Use of **Generic URLs** (GURLs), like [MyToyota.com](http://MyToyota.com), can get you started and build that database by gathering contact information in exchange for a coupon or discount. Once you have built or acquired a custom mailing list, you can build your database using responses to surveys requested on the Landing Page based on the customer response via a **Personalized URL** (PURL). A PURL is a URL that can be personalized for each specific user of a website. A PURL usually takes this form: <http://RyanSmith.amsolutionswi.com>.

## How does a PURL work?

PURLs are used to reach customers through gaining their attention and then used to track their responses. Let's say you have sent a VDP piece to Ryan in which you have included the attention grabber: 'Ryan, it's your 2013 Toyota speaking: "Please, get my oil changed or they'll plug my filter! Respond to their demands by visiting [RyanSmith.MyOwnToyota.com](http://RyanSmith.MyOwnToyota.com)".' Ryan enters this URL on his computer and finds a customized site (Landing Page), which includes a survey, describes service options and provides a printable coupon for a discounted oil change. Later communications can be personalized even further based on information provided.

## What are the Benefits?

- Raises response & conversion rates
- Measures campaign & receive real time reporting
- Initiates automated thank you & other follow-up
- Gathers additional information to feed further marketing campaigns
- Seamless integration of direct mail, email & web marketing
- Increases top-of-mind & brand awareness
- Enhances lead generation
- Strengthens customer loyalty & retention

## Conclusion

Personalized URLs (PURLs) provide direct customer feedback that the customized marketing message sent directly to their door using Variable Data Printing software and digital presses has been read, retained and responded to. This closed loop connection with the current or potential customer can be expanded and deepened to drive sales, loyalty, and retention.