

eMarketing Special Interest Group PURL Summary

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I. Introduction

This is a summary of the eMarketing Special Interest Group's (eM-SIG) February 2009 Presentation, "Getting Personal with PURL Technology: Blending Online and Offline Direct Marketing." The purpose of this seminar was to demonstrate how and why e-marketers should add a Personalized URL (PURL) component to their direct marketing efforts. A PURL is a web address that incorporates a recipient's name. Personalized URL marketing is the technique of adding such a web address as one of the response channels on a direct mail piece and following it up with highly targeted landing pages for greater impact. This event showed how to generate effective and beneficial direct marketing campaigns using PURL technology.

The eM-SIG organizes relevant roundtables, chosen by and for its members, covering a variety of e-marketing topics. If you are interested in joining the eM-SIG and attending a roundtable, visit the eM-SIG Web site and register on the "Join Us" page.

eM-SIG URL: <http://www.emarketinggroup.org/>

II. Organizations in Attendance

Erie Federal Credit Union	LeaseMore	The Erie Community Foundation
Tungsten Creative Group	Procurex	Chautauqua Watershed Conservancy
H.F. Graygo Engineering	Gohrs	Sonic Eclipse Entertainment Network
Automation Devices, Inc.	Flexospan	Drumm Sales Team, Inc.
Paragon Packaging	LECOM	Paul M. Lorei Photography
Gannon University	Dispatch	The Agency Alternative, Inc.
Celebration Donation	F&H Group	Copper Canvas
Erie Insurance		

III. Advantages of Using a PURL-Direct Mail Combo

- PURLs make your message personalized and relevant to each prospective customer which makes it more likely to grab their attention.
- Using a PURL will improve response rates compared to using traditional direct marketing methods alone.
- PURLs make it easier to track customer data and interest levels by allowing you to know when someone logs onto their personal web page and what information they are looking at.
- Once a prospect signs onto their personal web page, they can be further persuaded by customized marketing messages just for them.
- Since the PURLs are unique to each individual person, the prospect will trust the company and will be more willing to give more information about themselves.
- PURLs help cut back on wasteful paper products that are thrown away. With PURLs, only one small paper mailing needs to be sent out then a company can turn to online methods.
- Using a PURL connects the dots between using personalize e-mail and direct mail methods. Instead of sending prospects to the central Web page, the company can send them to their very own page.
- PURLs allow companies to save money on paper printing, postage, and constant mailing campaigns reaching only some of the right people.

Source:

COMpletepURL Web site. A service of Modern Image Communications.
<http://www.completepurl.com/research/purl-benefits.htm>, 2008.

For entire list of advantages go to the COMpletepURL Web page.

[Full Article--Click here](#)

IV. Getting Personal with PURL: Speaker Highlights

4.1 Joe Mehl Chairman of DISPATCH:

What is PURL and How Does it Work?

- Uses for PURL include:
 - Sales Prospecting
 - Customer Surveys
 - Event Registration
 - Information Delivery
 - Customer and User Feedback
 - Trade Show Prospecting

- How a PURL Works:
 - Contact receives a direct mail or e-mail message describing an offer that entices the recipient to visit their PURL
 - Welcome page is directed to the recipient using their name
 - A contact information page is brought up
 - Prospect asked to complete a brief survey
 - A marketing message is given
 - Thank you page providing other links and downloads
 - Follow up is immediate
 - Sales process on individual can now begin

- PURL is not in itself a marketing campaign but is a carefully planned component of a campaign.

- 40% Data; 40% Offer; 20% Graphics.

- A PURL invites recipient to their own landing page which allows personal interaction using information about the contact from a data base.

- The PURL can record visitor behavior while soliciting for more information.

4.2 George Sackandy CEO and Founder of Intelmarx:

Ingredients of a PURL Campaign

- Data drives the following:
 - Strategy
 - Creativity
 - Offers
 - Graphics
 - Media
- Direct mail has an industry response rate of under 2% which means there is a failure rate of 98%
- "Americans are bombarded with 5,000 marketing messages each day"
- Key ingredients of a PURL Campaign:
 - Attract- Through Variable Data Printing
 - Interact- Through Personal URL's and Dynamic Surveys
 - React- By Online Dashboard and E-mail Notices
- Case Study- Albertson College
 - 1000s of Brochures used to be sent out to prospective students covering all programs and activities within the college only reaching a 2% response rate.
 - The college began using variable data printing, where students were sent personalized information based on their interests.
 - This led to a 18.7% response rate by combining direct mail and PURL.

V. Resources

- **Benefits of marketing with pURLS:**
<http://www.completepurl.com/research/purl-benefits.htm>
- **Getting Personal with PURL Technology: Blending Online and Offline Direct Marketing:** eMarketing Special Interest Group Seminar
- **Intelmarx Web site:** <http://www.intelmarx.com/>
- **DISPATCH Web site:** <http://www.teamdispatch.com/>

VI. About the eMarketing Special Interest Group

The eMarketing Special Interest Group (eM-SIG) is for e-marketing practitioners, academics and people in business who share this common professional interest. The forum is for those interested in keeping in touch with the rapidly changing area of Internet marketing.

Members benefit through networking opportunities, sharing ideas and expertise, and the potential to discover new partnerships through a forum of industry experts. Members are eligible for e-marketing training grant reimbursement opportunities and are able to position themselves in the hub of the Northwest PA interactive marketing community.

VII. Roundtables

The eMarketing Special Interest Group provides various roundtables, exclusively designed to meet the interests of its members. Currently, there is no cost for members to attend roundtables or join the eM-SIG. If you would like to learn more about training opportunities, please visit the eM-SIG Web site at <http://emarketinggroup.org/events/>.

VIII. Contact

If you would like to know more about the eM-SIG or roundtables, please contact Cathy von Birgelen, the eM-SIG Program Director at cathy.vonbirgelen@ebizitpa.org.