

connect

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by MAIL PRINT

The Mobility of Marketing



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SIMPLIFYING the COMPLEXITY of direct marketing

Coordinating multiple marketing channels, managing your organization's print needs, or personalizing your marketing with variable data may seem overwhelmingly complicated.

With Mail Print, it's extremely simple.



Mail Print Specializes in Helping Companies:

- ✓ Increase their marketing response using variable data printing
- ✓ Improve company-wide efficiency with online marketing storefronts
- ✓ Deploy direct mail and print quickly and efficiently with print automation

A photograph of a man with dark, curly hair and a surprised expression, looking over the top edge of a silver laptop. The laptop's lid is visible in the foreground, and the man's face is partially obscured by it.

Contact us at www.mailprint.com or call 866.938.3607. We're ready to listen to your needs and help you reach your goals... whatever they may be.

Inspiration

Over the past couple of decades, new products and services have been produced at a dizzying pace. We have no shortage of computers, cars, software, golf clubs or any other goods or services. There is, however, a shortage of customers.

When businesses vie for the attention of fewer potential clients, fierce competition can ensue. Competitors lower prices and add giveaways just to attract customers. As the battle escalates, constantly and consistently communicating with target audiences is critical. In addition, the vehicles we choose to communicate with can be just as important. With multiple choices at a buyer's disposal, it is imperative that the marketing minds of today be well educated in the key channels.

With multiple choices at a consumer's disposal, it is imperative that the marketing minds of today be well educated in the key channels.

In this edition of *Connect*, we are proud to bring you insights on marketing's top trending topic: mobile marketing. In our feature article, *The Mobility of Marketing*, we bring you up-to-date with a variety of inventive ways to integrate mobile marketing into your media mix. In addition, we quickly get you up-to-speed on one of the advanced mobile marketing solutions: personalized QR Codes and personalized mobile landing pages.

A major component to the long-term success for organizations is aligning the goals and values of their company, their associates, and their marketing. In *In Step* we discuss the challenge of alignment, and share insights from leaders on the three components to create a unified and successful culture in your organization.

We close out this edition featuring two of the most popular topics from our blog. Print Automation has been a game-changer for early adopters and is generating time and cost savings for all sizes of companies. In *Seven PURL Mistakes You Might Be Making* we prepare you for your next Personalized URL campaign by sharing secrets we've learned over the years building and managing PURLs for our clients.

As the competitive landscape evolves and throws new curveballs in all directions, the evolution of how we reach and connect with customers is the lifeblood of future success. We are passionate about helping our clients find success in their marketing efforts. We hope you find inspiration in this issue of *Connect*.

Warmest regards,

Mail Print



What is that thing?

Throughout *Connect* you'll notice QR codes like the one above linking to additional content online. To use a QR Code:

1. Download a free QR Code scanner to your smartphone from your app store or <http://scan.mobi>.
2. Using the scanner on your smartphone, take a picture of the QR Code.
3. You'll be linked directly to an online article, video, or other content.

Ready to try it out?

Scan the code above to read: *Guide to QR Codes for Direct Marketers*.

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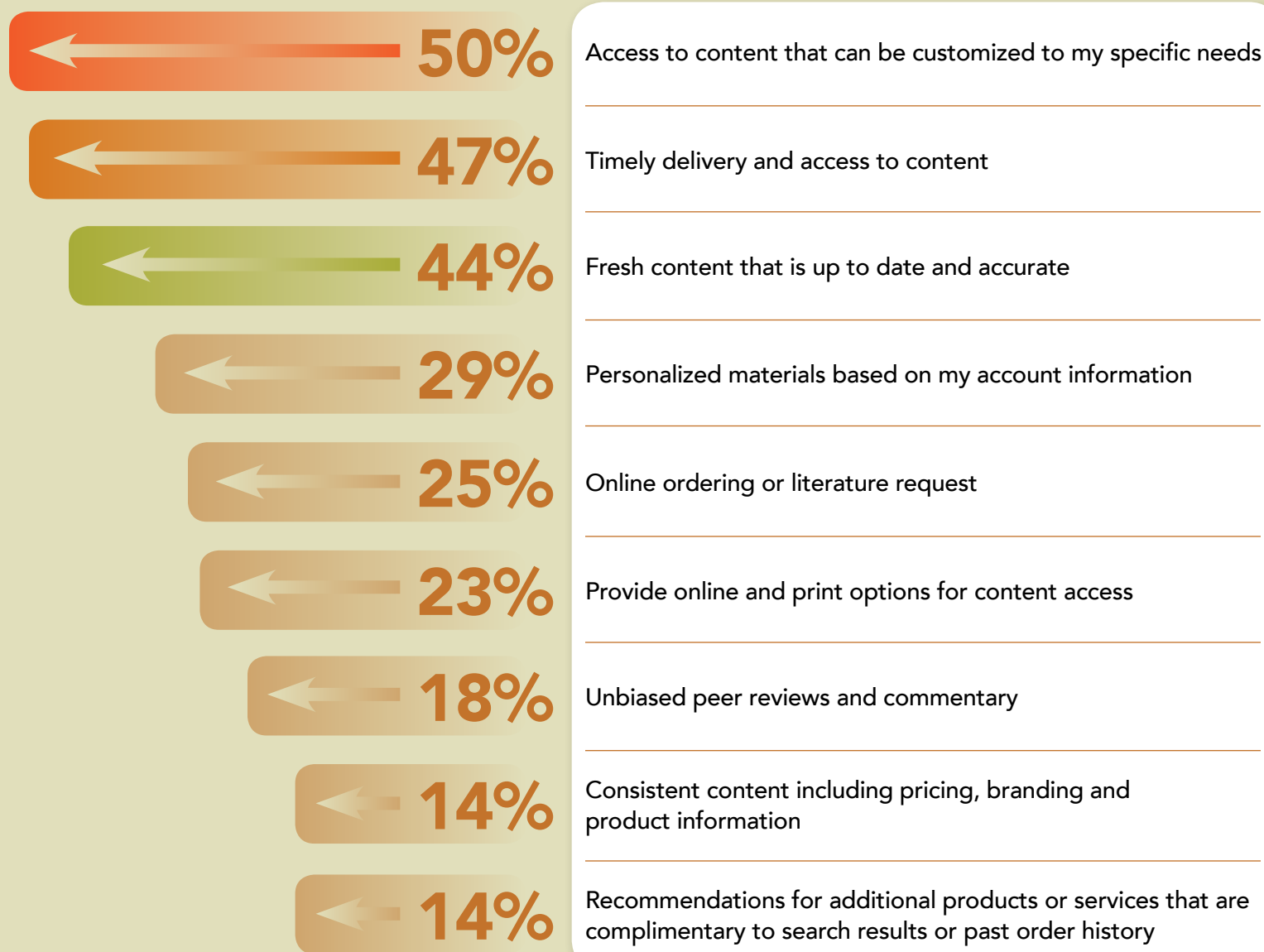
**15 Seven PURL Mistakes
You Might be Making**

Improving the Impact of Marketing and Sales Materials

Recent research by the CMO Council shows ongoing misalignment between sales teams and marketing departments, which threatens effectiveness and increases costs. For many organizations, the root of the problem lies with their salespeople's difficulty in accessing the marketing materials available within their company's marketing supply chain.

So what can marketers do to help their salespeople access and use their marketing materials more effectively? When the CMO Council asked executives to choose the top three ways, here's how they responded:

What are the best ways marketers can improve the impact and value of the marketing and sales support content?



Source: CMO Council, 2011. *A Straight Line To The Front Line*

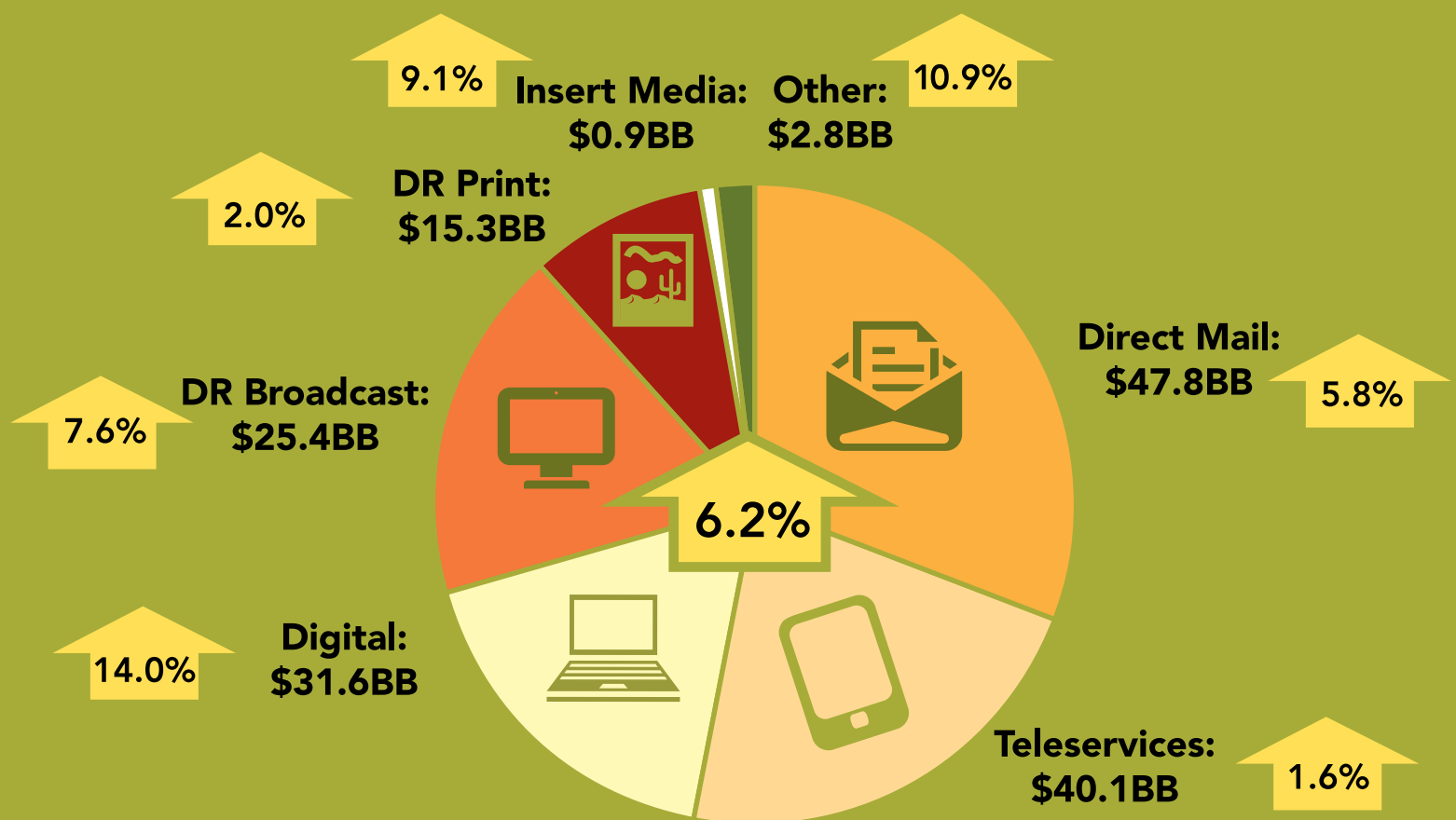
Marketing Spend on Rise in 2011

An analysis from the marketing consulting firm Winterberry Group, entitled “*Outlook 2011 What to Expect in Direct & Digital Marketing*,” shows a positive outlook for direct channels in 2011.

The direct marketing upswing is a continuation of the 2010 rebound in which direct mail spending rose 3.1 percent after experiencing declines in 2007 (-1.4 percent), 2008 (-4.1 percent), and 2009 (-16.7 percent).

Spending on direct mail is expected to increase 5.8 percent in 2011, to \$47 billion dollars. This surge is driven by a return to acquisition mail led by financial services, retail, and automotive, according to the report.

2011 EXPECTED U.S. “DIRECT & DIGITAL” ADVERTISING SPENDING: \$163.9BB



Source: WG Analysis, 2011

Note: Arrows reflect percentage change in spend by channel from 2010 levels.
www.printinthemix.com



THE MOBILITY

OF MARKETING

Integrating Marketing with
Mobile Technologies

Most months, I just pay my cell phone bill via my phone's mobile app without ever looking at my family's usage. But this month I decided a casual perusal was in order. I discovered that my 20-year-old college student logged a whopping 4,300 text messages. A lot, but as she explained, she receives ESPN scores, sorority calendar reminders, campus security alerts and discount coupons via text messaging. And she is immersed in a culture that carries on constant dialogues via text. What surprised me the most about my bill was that I had become the second highest user in the family—1,200 text messages in one month. OMG—me? That's 40 messages a day, but apparently I and my middle-aged-mom cohorts represent one of the fastest growing segments on the texting dance floor.

Industry experts estimate that 11 trillion text messages will be sent in the United States this year, and texting is just the beginning...

Game Changer

We love our handy-dandy smartphones. More than once, I have lingered with a group of friends after dinner finishing off a good bottle of wine, sharing a decadent dessert and passing along the latest must-have apps. These days, we routinely use them to perform tasks that we formerly did on our PCs: shop, pay bills, e-mail, Facebook, play games, map destinations, get news, weather and stock market updates, etc. The first time someone showed me a QR (Quick Response) code, I felt enlightened and eagerly sought out 2D barcodes to interact with—on bills and billboards, on business cards and signage, and increasingly in print magazines. It was with great joy that I recently discovered a QR code in *Taste of Home* magazine. With a single button click I was immediately watching a video on my phone that showed how to make the gooey treats.

Without a doubt, the smartphone has changed the game. By the end of this year, nearly every estimate indicates that more than half of the population in the United States will be carrying around a smartphone. Manufacturers shipped 100.9 million smartphone devices in the fourth quarter of 2010, while PC manufacturers shipped 92.1 million units worldwide. Market experts predict that the smartphone will become the primary tool for accessing the Internet in the near future. "Once someone has one, they continue to rely on it for everything. Companies must find a way to reach this audience," affirms John Foley, CEO at InterlinkONE.

The Bridge to Mobile

How do you get your marketing message in the pockets and purses of your targeted audience? Creative mobile marketing builds an instant



By
Lorrie Bryan &
Rhonda Basler

and meaningful bridge to interactivity and facilitates the leap to the handheld device. Many of today's most creative and successful marketing campaigns start with printed advertisements—direct mail, magazine, newspaper, and signs—that have been enhanced with an interactive element such as a mobile 2D barcode or SMS (Short Message Service) call to action.

Mobile marketing is not a departure from Internet marketing; it's the next evolutionary step. As part of a multimedia marketing campaign, marketing messages almost always include a Web address where additional information and special incentives can be found and downloaded, but mobile marketing enhances this experience by making interaction easier, more immediate and portable. Personalized QR Codes and mobile web pages make this transition from offline to online seamless. (See *Catapult Your Mobile Direct Marketing with Personalized QR Codes* on page 12 to learn more.)

Creating interactivity within the print medium extends shelflife as well as value by offering readers layers of experience beyond the printed page. "QR Codes can absolutely help make the bridge between print and mobile," explains Foley. "QR Codes are easy and inexpensive to create, and users can download the reader app in seconds for free. Because they are open-standard, it means that more and more companies are using them, and thus people across the mainstream are starting to understand what they are and how they can be used."

A Snapshot of Barcodes

Mobile barcodes (QR, 2D and data matrix) are increasingly showing up in mainstream America on signs, business cards, packaging, bills, and advertisements. The May 2011 issue of *O, The Oprah Magazine*



(circulation 2.6 million) includes five advertisements sporting the trendy codes. And if past trending patterns are any indication, where Oprah goes, millions follow. Today's media-savvy reader has an expectation for mobile interactivity, and in the near future, most of America will share that expectation.

"QR codes help organizations increase response for their offline marketing by providing an easy way for recipients to interact with the ad or mail piece, access additional content, and share it with others, all from their mobile device," affirms David Vogel, Interactive Marketing Manager at Mail Print. "Making a jump from an offline stimulus to an online experiences is second nature today; we 'Google' things all day long. However, including a QR Code and a short URL on your marketing allows you to guide viewers in that jump, making sure they land safely on a mobile-friendly page that drives them further through your sales pipeline."

rate for texted coupons is significantly higher than for traditional print or online coupons. Mobile coupons are sent directly to customer's cell phones, so no searching is required nor time wasted.

Bessonny cites the results of a recent marketing campaign created for a pizza chain. "The goal was to drive sales at a five-store pizza chain. The medium was a direct mail piece with a mobile call to action. We invited people to text in to receive an instant coupon sent directly to their cell phones. Direct mail connected them, mobile engaged them and the results were powerful. The response rate was overwhelming—more than 12,000 people texted in—and we were able to build a data base of customers to target for future promotions.

Similarly, many businesses are now promoting VIP text club memberships by offering opt-in customers discount coupons, a chance to win a big prize and other incentives not otherwise available.

Text-based coupons are so easy to access and use that the **redemption rate** for texted coupons is **significantly higher** than for traditional print or online coupons.

An added benefit of QR code utilization for marketing is the ability to track responses. Using software now readily available, you can analyze the number of people using your QR code, and how and when they are accessing it. You can gather additional data by creating a landing page where you offer an incentive to people (ie: entry in a sweepstake) in exchange for personal data.



What is this?
See page 3

If you want to learn more about how to create trackable QR Codes, visit <http://mprnt.co/trackqr> or scan this QR Code.

Marketing Must-do

As smartphones replace PCs as the primary access tool for the Internet, businesses need to format their landing pages so that they are suited for viewing on mobile devices. "One of the biggest mistakes businesses make is not creating a mobile-optimized website," affirms Foley.

"With minimal time and effort businesses can greatly improve the experience that people have when they interact with their brand on their mobile phones, and deliver compelling content that fits beautifully on a smartphone screen."

Technology is always evolving, and businesses should already be paying attention to emerging technologies such as Near Field Communications (NFC). NFC is basically a variation of other short-range wireless technologies already used throughout the world—especially in Japan and Europe. With NFC, you can quickly swap information between devices when they're touched together. You can exchange things like text, images, URLs or other data simply by holding your phone up to various "smart tags."

"NFC will be huge in regards to how people pay for things with their smartphone. I'm not saying it will replace QR Codes, but there will absolutely be technologies that seek to make the experience even better, and that integrate with whatever channels come next," Foley predicts.

For the foreseeable future, smartphones are going to keep getting smarter, and marketers are going to find smarter ways to utilize this evolving technology. **■**

Text Message Strategies

According to Steve Bessonny, COO of Text Ripple, adding a mobile component to your print media frequently increases the response rate by 50 percent with little additional cost. For example, a print ad may simply say "Text COUPON to 55432 to receive an instant coupon." Text-based coupons are so easy to access and use that the redemption



THE ABC'S OF MOBILE MARKETING



What is this? See page 3

Want to learn more about marketing with QR Codes? Scan the code to the left with a QR scanner on your smartphone to read *Guide to QR Codes for Direct Marketers*.

The mobile marketing industry is filled with more than their fair share of TLAs (Three Letter Acronyms). Here's a quick primer on the shortened vocabulary of mobile marketing.

CSC (Common Short Code)

A short numeric sequence (4-6 digits) to which text messages can be sent from a mobile phone. Most CSC-powered marketing campaigns prompt mobile users to access mobile content or act upon a call-to-action by sending a text messages with a keyword to a specific CSC.

SMS (Short Message Service)

A synonym for all types of short text messaging, as well as the user activity itself. SMS text messaging is the most widely used data application on the planet, with 2.4 billion active users.

MMS (Multimedia Messaging Service)

A standard way to send messages that include multimedia content to and from mobile phones. It extends the core SMS capability, which only allows exchange of text messages up to 160 characters in length. The most popular use is to send photographs from camera-equipped mobile phones. MMS allows marketers to deliver marketing messages including videos, pictures, text pages and ringtones.

QR Code (Quick Response Code)

A matrix barcode or two dimensional code readable by mobile devices with a camera and QR scanner. The code consists of black modules arranged in a square pattern on a white background, and can be encoded with text, URLs and other data. Marketers commonly place QR Codes on offline marketing materials – such as billboards, print ads and direct mail – to drive responders online to view a landing page, watch a video, access an offer, or make a purchase. QR Code reader applications are included on some smartphones, or can be downloaded for free.

NFC (Near Field Communication)

An upcoming data transfer protocol that uses close proximity to transmit data between two NFC-enabled devices (one a client and one a reader/writer/broadcaster module). Basically, NFC lets you tap your device on a reader to instantly transfer and exchange data, such as sharing contact information, making a purchase, or boarding public transit.

WAP (Wireless Application Protocol)

An open international standard for the presentation and delivery of wireless information and telephone services on mobile devices. The most common use of WAP is accessing the Web from a mobile phone or PDA (Personal Digital Assistant). ■



IN STEP

Aligning Individual and Company Goals

There's a war going on inside your organization, and it's threatening your profitability and long-term success. On one front are your executives, armed with their visions, strategies and objectives. On the other front are your employees, clinging to their own motivations and personal goals.

"Our job as leaders is to create an environment where people motivate themselves to achieve mutually beneficial goals," said Russ Umphenour, CEO of FOCUS Brands, an international restaurant franchiser with 3,300 locations. "In other words, we have to help the company reach its goals and likewise help each individual reach his or her goals."

As simple as the idea sounds, aligning individual and company goals is a complicated concept, primarily because employee culture is important to the task of aligning goals, but developing the culture is so ambiguous. Three factors that can contribute to developing a successful employee culture are establishing, demonstrating and readily communicating core values.

1) Establishing Core Values

"If you take a look at most successful companies, each have (or had) cultures that are unique and strong," says Dr. Terry Loe, a director at Kennesaw State University Coles College of Business. "The cultures are strong in the sense that they have a common belief in what they are doing, trying to accomplish and, in a sense, who they are."

Many organizations solidify their culture by defining the core values that will guide decisions and behavior at every level. "Our guiding values form the basis of everything we do at FOCUS Brands," says Umphenour. "It's the responsibility of our associates to live these values every day, so we strive to hire people who share our values and personally believe in and live these values."

2) Demonstrating Core Values

As leaders know, the most effective way to establish an attitude throughout an organization is to demonstrate it at the top. Otherwise, employees will stay obsessed with personal concerns—survival and emotional prosperity—instead of the organizations' core values.

"You can't bluff, bribe or bully an employee culture. It's important for leadership to declare what you stand for first—what will never change—and then, do something significant to prove you mean it," says Stan Slap, author of New York Times best-seller *Bury My Heart at Conference Room B*. "The employee culture will pick that up as a proof point that you can be trusted."

3) Communicating Core Values with Branding

Aligning sales people or front-line employees with the marketing department and the overall strategy of the company is sometimes a challenge. While there is no greater method of increasing revenue and protecting market share than be-

coming properly branded, successful branding also fosters alignment within a company.

"Communication of and belief in the marketing strategy by management is key, but in the sales and marketing area there is often a disconnect," Loe explains. "This can only be overcome by communication during the development of the marketing strategy. Development of an effective strategy is dependent upon an accurate and thorough understanding of the market as well as the organization's capabilities and competencies. Salespeople must be willing to communicate the needs, characteristics and potential of the

company's target market(s) to the marketing department and those developing the strategies must listen."

Success, again, depends upon how well each party understands the other and how the implementation of the strategy will ultimately help all achieve their own goals. "At the end of the day, marketing is what drives a business, it's all pervasive," Umphenour says. "It's important for us to get feedback and support from the front lines. So it's a constant learning process for everyone."

The End Goal: A Purposeful and Pervasive Mission

Essentially, establishing and making shared values a cornerstone of the company fosters a culture in which the individuals feel like they are part of something—a mission that is worthwhile and bigger than themselves. "Rewards and incentives are paramount, but the leadership in the company must help everyone understand the importance of their individual roles in accomplishing the mission of the organization," Loe adds. "Almost all people want to be a part of something worthwhile and meaningful, and when these types of cultures exist, most employees become at least a bit more selfless and motivated." ■

**"You can't
bluff, bribe
or bully an
employee
culture."
— Stan Slap**

Personalized QR Codes

Catapult Your Direct Marketing with Mobile-Friendly Personalization

By Rhonda Basler and David Vogel

It's not easy being friends with a marketer. Marketers *like* to watch television commercials, get mad if the mail is thrown away before they get to see it, and hijack their friends' smartphones to see what new text-based marketing campaigns they have received. Talented marketers are always on the lookout for the next creative idea and never want to be the last one to know about a new technique, strategy or tactic.

Currently, the marketing world is buzzing about QR Codes as a way to optimize the offline-to-online experience like never before. Ready for the next marketing craze? Although few have tried it, everyone is intrigued by the idea of personalizing QR Codes, allowing marketers to bridge users from an offline ad to a personalized online experience on their mobile device. So let's look at the true potential of using personalized QR Codes, and then lift up the hood and understand how personalized QR Codes work.

QR Code Usage Booming Stateside

For years, foreign markets have been far ahead of the U.S. in using their mobile devices for more than making phone calls. For example, 86% of Japanese consumers scan mobile codes four or more times per month.¹ That's not the percentage of smartphone users who scan mobile bar codes, that's 86 out of every 100 consumers.

With smartphone usage advancing in the U.S., this country is rapidly catching up. In fact, recent research reported that QR Code scans grew 182% from 4th quarter 2010 to 1st quarter 2011, and 630% year-over-year.² Other research indicates that 80% of U.S. consumers expressed interest in scanning mobile barcodes and 69% said they would scan to receive coupons and discounts.³

The Three Components of Personalized QR Codes

Marketing with personalized QR Codes is actually a mashup of three technologies: Personalized URLs (PURLs), mobile websites, and dynamic QR Code generation. Let's look at them individually:

PURLs are dynamic websites where the web address and content are personalized for each member of a

marketing campaign (ie. mobilepurl.com/KristinaSmith). PURLs often contain personalized text, imagery, offers, survey and videos. Since each PURL is a unique page, it is easy to track online response and engagement.

Mobile websites (and mobile PURLs) are designed to be easily useable on devices with smaller screens, such as smartphones and tablets. Mobile websites usually feature narrower margins, simplified navigation and reduced content, making them easier for mobile users to view and interact with.


Dynamic QR Code generation is achieved by automating the process of creating QR Codes, and then connecting to a marketing database that includes PURLs for each member of a campaign. Mail Print is one of a few advanced direct marketing providers to offer this technology.

By combining these three technologies, Mail Print dynamically generates QR Codes containing each campaign member's personalized URL address. The personalized QR Codes are then applied to offline communications. When scanned, the recipient's mobile device reads the unique web address and opens the customized, mobile-friendly site.

Of course, not everyone has a smartphone or access to a QR Code scanner, or prefers to visit websites on their mobile device. That's why it's important to also include the web address of the PURL on your marketing, and build your PURL to automatically detect each visitor's device (small screen or standard monitor) and route them to the mobile or non-mobile version of their personalized site.

The Future of Personalized QR Codes

As the United States gets serious about the world of QR Codes, will our path to adopting this technology be different from other countries? We believe it will. As a country who has become comfortable using data to deliver the right messaging and offers, and based upon the interest shown by our Mail Print clients, we believe companies will advance quickly from using general QR Codes to personalized QR Codes.

Our challenge to all the marketers out there: are you going to dip your toe into the water with QR Codes, or are you going to catapult your company's direct marketing success with personalized QR Codes? 



¹ AT&T; ² 3G Vision; ³ ABI Research

Dos and Don'ts of Using Personalized QR Codes in Direct Mail:

Direct mail – such as postcards, letters, brochures and trans-promo communications – is a perfect medium for incorporating a personalized QR Code. Ready to dive in? Here are some tips and tricks of the trade:

Do:

- Include clear instructions on how to download a QR Code reader.
- Include a short personalized URL for those who do not wish to use a mobile device.
- Program your PURL to automatically detect the type of device a visitor is using, and route them to the mobile or full-screen version.
- Make sure there is a valid strategic reason for using a Personalized web site (see page 15 for more information).
- Pre-populate all forms with the information you already have (this is a great reason to use a personalized mobile web site!).
- Provide a phone number and email address on the printed piece and personalized mobile web site.
- Test the QR Code with a variety of devices and code readers.
- Make sure the recipient knows that the offer is available by scanning the QR Code or visiting the PURL.

Don't:

- Link your personalized QR Code to non-mobile web pages.
- Leave the recipient hanging without a next step. Make a clear call to action on both the direct mail piece and on the mobile web site.
- Use the same offer or call to action on the mailer and the web site. You want to advance the recipient in the buying process, not run them around in a circle.
- Make your QR Code smaller than one inch by one inch.
- Skimp on the white space around the QR Code. You want it to easily scan on the first try.
- Make the code too complex by using a long URL. Complex codes are harder for some scanners to read.
- Place the personalized QR Code on a curved surface, a fold, or too close to the spine.

Building a Personalized mobile web site follows the same guiding principles as building any personalized experience.

(To learn more about creating relevant PURLs, see page 15.)

Experience a Personalized QR Code

Ready to see a personalized QR Code in action? Mail Print recently created a personalized QR Code campaign to gain feedback from recipients of *Connect*. Below and at right are sample personalized QR Codes leading to a personalized mobile webpage for a fictional Kristina Smith.



SAMPLE Personalized QR Code for Kristina Smith

(See Page 3 to learn how to download
a free QR Code scanner)

While you are checking things out, take a look at the non-mobile version of the PURL by visiting www.MobilePurl.com/KristinaSmith on your computer. Personalized QR Codes and Personalized URL's really go hand in hand to provide your audience with the easiest way for them to access your online content.



Print Procurement:

The Lesser Known Facet of Marketing Automation

by Rhonda Basler

As the economy shows signs of shifting in a more positive direction, many companies are revisiting direct marketing programs that were profitable years ago, but were cut during the height of the recession to reduce marketing budgets. Contrary to the boom years, most marketers are cost cautious these days when setting up programs. We

are willing
to try
new


things, or revisit the old, but not in the same way as the past. As marketing practitioners, our fresh focus on marketing operations, marketing procurement and the marketing supply chain, have made us better business people and, I contend, more successful marketers from an ROI perspective.

Print Automation is Less Sexy Than Email Automation, But Far Richer in Opportunity for Cost Reduction

Print automation is a fairly new term in the industry and a clear success story for early adopters. Some would label print automation simply as traditional print and direct mail, but with cost saving enhancements related to how print can be procured and deployed. Marketing automation, a much more widely used and accepted term, is related, but most often focuses

only on email automation and never sees the full deployment and integration of print into the marketing automation mix. Although this article focuses solely on educating business leaders on print automation, full marketing automation that incorporates all channels is the ultimate aspiration.

Watch Print Automation Video

Want to learn what the print automation buzz is about? Scan the QR Code below or visit <http://mprnt.co/printauto> to watch a video on implementing a print automation strategy in your company. It includes three real-life stories to help you determine if your print and direct mail is poised for a move to automation. 



What is this? See page 3

Marketers are taking another look at direct marketing, and focusing on print automation and cost reduction as key drivers of profitability.

Seven PURL Mistakes You Might Be Making

by Rhonda Basler

Personalized URLs (PURLs) or personalized landing pages are definitely a game changer for direct and database marketing. With PURLs, all that great data you've collected about your prospects or customers can be used to construct a truly personalized online experience with customized text, imagery, offers and pre-populated forms.


The key to success with a PURL campaign is creating a great user experience. If there is a poor user experience, it really doesn't matter if you have a personalized landing page or not. So, here is a short list of things to avoid when creating a campaign with PURLs:

1. Don't use a long web address. Generally people can only remember seven characters at a time. When using a PURL in an offline piece, think about the number of times someone has to go from the offline communication to the keyboard to type in the URL. 14 characters equals 2 times. 35 characters equals 5 times. That gets a little complicated for the recipient.
2. Don't use random numbers for the unique part of the web address. They don't mean anything to the recipient.
3. Don't scare prospects by using too much blatant personalization. Current customers will most likely understand why you have information about them, and will appreciate your using it to create a personalized experience. Prospects, on the other hand, may not understand why you're using their information, and react negatively.

4. Don't forget to pay close attention to the quality of your data. Missing or inaccurate data can seriously dampen your response rates; data cleansing and appending is the answer.
5. When designing the web page layout, don't put the form below the visual fold. You want the pre-populated form to be visible as soon as the page is viewed.
6. Don't leave people in la-la land if they mistype the PURL. Display a page that tells them what to do.
7. Don't assume that a PURL will improve response for all audiences and offers. Test. Test. Test.

In conclusion, I'll add that I am often approached by companies who want to do a PURL for the wrong reasons. Meaning, they forgot to put themselves in the recipient's shoes. Answering these questions, from the target audiences' point of view, usually gains the clarity needed:

- Does it make sense that they are sending me a personalized URL?
- Why are they using my personal information?
- Did it improve my user experience?


If you can't answer these questions, you should reconsider your PURL campaign until you can. 



Don't risk alienating your audience by using a PURL inappropriately.

Download Mail Print's Free Report: Using PURLs to Produce Measurable Marketing Results

www.mailprint.com/purl-report

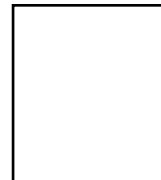
Rhonda Basler is Vice President of Marketing at Mail Print and a frequent contributor to blog.mailprint.com. 



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kansas city, mo 64161

www.mailprint.com ■ 800.660.0108

ADDRESS SERVICE REQUESTED



INTERACTIVE SURVEY

Try a personalized QR Code before your competitors!

Experience the future of personalized mobile marketing by scanning the QR Code below to visit a sample personalized landing page and survey on Connect magazine.

Scan this personalized
QR Code with
your smartphone

*(See page 3 for instructions on downloading a
QR Code scanner on your smartphone)*



Or, view the sample PURL on your computer by visiting:
www.MobilePurl.com/KristinaSmith

