

Allied “Personalized” URLs

Are you struggling to **INCREASE** the response rates of your direct mail campaign?

The **Allied Group** can help you develop an **effective personalized URL program** that supports your direct mail campaign by giving your audience an **additional way to immediately respond** and allow you to accurately and effortlessly **track progress and monitor response rates**.

Increase the Success of Direct Mail Campaigns

Measure & Track Responses and Conversion Rates

Send Follow-up Blasts to Non-Responders

Create a Strong Customer Connection Via Personalization

Give your Sales Staff Real-Time Access to Projects/Visitors



CLIENT: INSKIP AUTOMALL
CREATIVE: PERSONALIZED URL
GOAL: CAPTURE CAR BUYER'S INTEREST IN BUYING/LEASING A LEXUS



CLIENT: UNIVERSITY OF NEW HAVEN
CREATIVE: PERSONALIZED URL
GOAL: CAPTURE STUDENT'S INFO AND ACADEMIC INTERESTS

How a pURL works:

1. A direct mailer is created with a pURL and password as a means to respond (an alternative to calling, or mailing a BRC).
2. The customer receives the postcard, goes to their browser window and types in their pURL. This will take them to the landing page where they will fill in their password.
3. This page lets the customer confirm, update and submit their information or request another action.
4. A Thank You page lists several links of interest and could give them an option to refer a friend (4a).
5. If the referral option is chosen, an email blast is sent to referred friends and to non-respondents.

THE Allied GROUP

Implementing Marketing & Fulfillment Programs.

www.thealliedgrp.com • (800) 556.6310