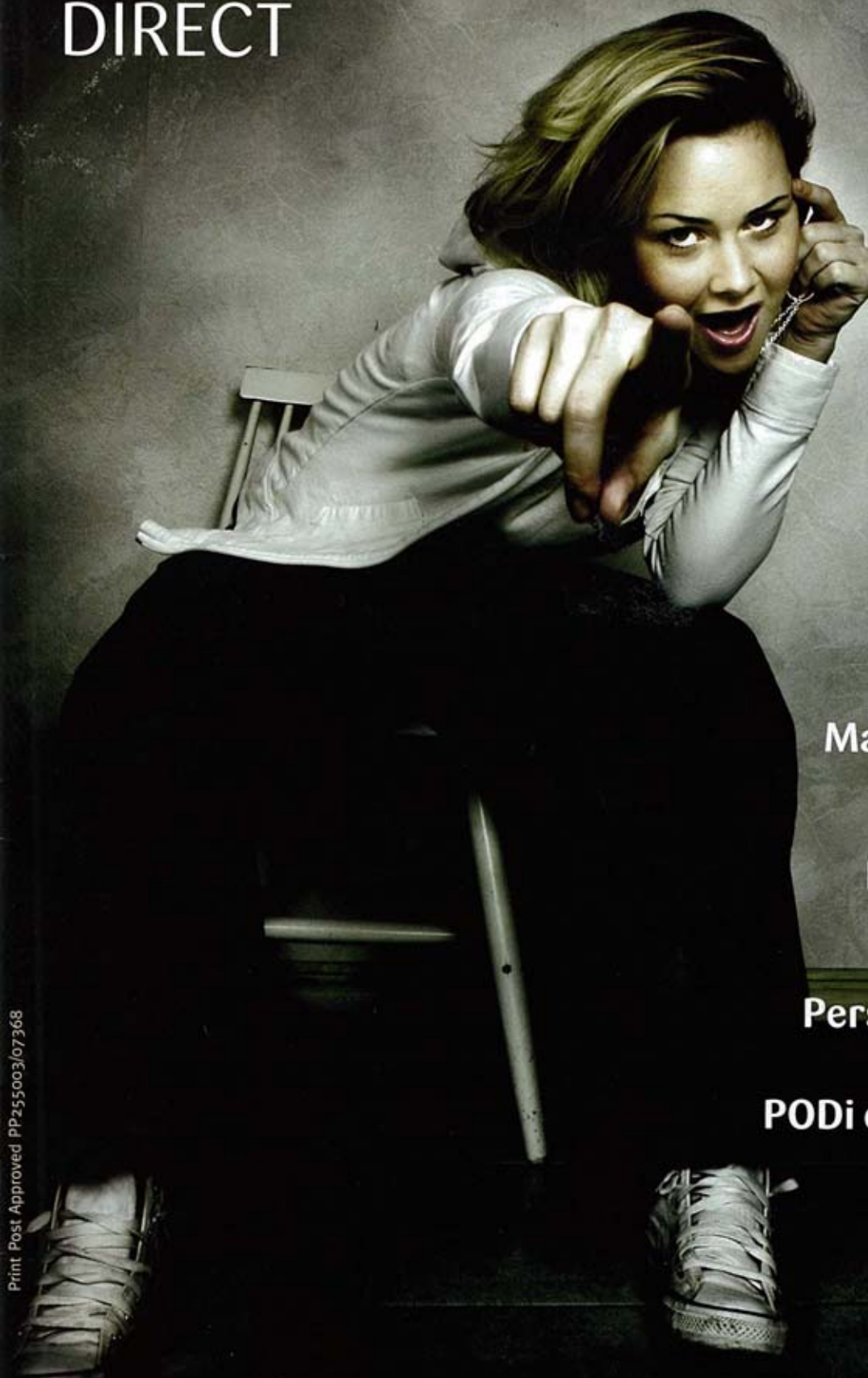


21

Print in Direct Marketing

DIRECT



**Make the connection**

VDP languages  
for direct marketing

**Personalised URLs**

Digital snake oil  
or next big thing?

**Personal plastic cards**

Getting into their wallets

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# PURLs

are now available for all marketers, printers and mailhouses.

Personal URLs (PURLs) are the missing link between direct mail and the internet. A PURL allows customers and prospects to respond to a personalised mail or email message via a personalised landing page.



Each PURL is unique and opens a landing page that is populated by the data used in the production of the initial mail or email message. The landing page can also incorporate any other data associated with the individual to whom the PURL is related—such as a product image, membership details, address or title, etc.

PURLs have contributed to the growth in direct mail volumes during the expansion of the internet for direct marketing.

It's the personal data that makes PURLs so powerful. Respondents go to a uniquely personalised landing page instead of a generic landing page or the home page of a website. They do so because they see their name in the URL (which is still unusual and motivates curiosity) and because people are now familiar with using web pages as response devices.

This means marketers have three ways of measuring the response and can take action according to the type of response:

- Who opens their PURL and does what you want them to do
- Who opens their PURL and does not do what you want them to do
- Who does not open their PURL

With this knowledge a marketer can follow up all recipients with messages relevant to each recipient's behavior. This is far more powerful than traditional generic websites that don't track who visits a site—at best they measure how many visits occur—unless they capture data.

Anecdotal evidence suggests that in most cases where a PURL is used as the response device, marketers are achieving higher response rates than traditional methods.

However, a PURL should not be used as a way to cut production costs of a mailing, by putting the information that would normally be included in a mailing on the PURL and assuming customers will seek it out.

By all means put as much information as necessary on the PURL as this is one

of the benefits of websites. But to get the recipients to go to the PURL in the first place still requires you to sell in the traditional way.

A PURL is a replacement for traditional response devices, not for letter and brochure content.

## PURLs are no longer restricted to expensive digital printers.

PURLs have been used in Australia for about three years—my agency was the first to use them and we have had some outstanding success. A recent campaign generated over 28 percent response against a target of five percent.

The software used was XMPie, a set of VDP programs that has pioneered one-on-one marketing and the use of PURLs throughout the industry. Recently bought out by Fuji Xerox, the software is now optimised to fit into the company's Freeflow workflow. It is a powerful software module with different elements—uPlan, uCreate and uProduce—that allow marketers to develop personalised campaigns. The PURL-generating function is embedded in PersonalEffect, the software module that enables and directs multi-media campaigns.

Since it is a Fuji Xerox software, it is optimised to work with the company's base of printing companies. While that is the largest digital printing base in the country, it still leaves out a number of opportunities.

We invested in the Australian and NZ license from the largest specialist PURL software supplier in the US—one that delivers approximately 70 percent of all PURL campaigns in the US.

This new PURL software completely changes the market dynamic as it is designed to work with any type of printer or email system. In fact, you could write the PURL by hand and the recipient could open their PURL.

This model means any marketer can use a PURL service as part of a mail campaign, whether the mailing is printed offset, web, with a laser, dot-matrix or digital printer. Any printer or mailhouse can offer the service to their customers.



## Welcome Steve

You're invited to join us for an informative 1.5 hour session that debunks some of the myths and clarifies the claims currently being spouted about digital marketing.

You'll learn why people really visit websites; how to get people to a site and how to keep them there, if that is what they want to do; why mail is growing as a digital media; the 60 year evolution of PPC advertising; when text e-mails work better than HTML; why real copywriting skills are even more crucial today; why many alleged digital experts aren't; view a couple of new technologies and gain knowledge to help you get a better ROI on your digital marketing investment.

To register, just confirm and complete your details below – you can also bring a colleague if you like. The venue is Sydney's beautiful Park Hyatt hotel at Dawes Point - limited valet parking is available. And everyone who attends takes away a complimentary bottle of Dr Mandalay's Digital Miracle Water.

### Yes!

I'd like to learn how to avoid the digital marketing snake oil

My e-mail address is

I'd like to take home a bottle of  red wine  white wine

I'd also like the following colleagues to join me:

Mr  Mrs  Ms

Mr  Mrs  Ms

First name

First name

Surname

Surname

Company

Company

e-mail

e-mail

I'd like to take home a bottle of  
 red wine  white wine

I'd like to take home a bottle of  
 red wine  white wine

No I'm unable to attend, but please send me a copy of *The Little Book of Digital Marketing*.

sponsored by **mad.**  
where direct meets digital



## Beware of online voodoo and miracle claims

Dear Steve,

It seems everywhere you turn, digital spunkers are claiming the sky will fall if you don't buy their digital marketing miracles, move all your budget online, get yourself onto MySpace and Facebook, write a corporate blog, use only specialist digital copywriters and create a second life to give yourself a real life, etc., etc., etc.

What miracle skills and voodoo magic do these alleged digital marketers possess that ordinary analogue marketers don't? Can you really believe all the binary bollocks being broadcast?

For an honest perspective on what really works, you're invited to join Sydney marketers for a special e-marketing education session at the Park Hyatt. Myths will be debunked, truths revealed, and you'll view new technologies designed to get more people to websites and to keep them there – if that is what they want, of course.

As the owner of e-commerce sites and author of the *Certificate of E-Marketing: E-mail Marketing Made Easy*; and *The Little Book of Digital Marketing Truths*, I share commonsense realities to help you grow your business.

For more information, and to register you and your colleagues, just go to your very own web page:

**steve.sample@myveryownpage.com**

Yours with a digital antidote

*M. Auld*  
Malcolm Auld

Your free reality check on marketing in the digital world  
19th September, 3pm – 5pm at Park Hyatt Sydney

**P.S. The event is free, with caffeine on arrival then food and alcohol afterwards.**

If undelivered, please return to:  
Malcolm Auld Direct  
PO Box 298 Merly NSW 1655

POSTAGE  
PAID  
AUSTRALIA

Mr. Steve Sample  
Sample Pty Ltd  
Level 1  
1 Sample Street  
Sampleville NSW 2000

No investment in any software is required—whether you're a marketer, printer or mailhouse. All a marketer has to do is supply the data file to MAD and everything else is done for them. MAD designs the landing page, organizes the hosting of the PURLs, manages the data file, provides password protected web-based access to real time reports and any other requirements. MAD will even design and write the mailing if required.

Printers and mailhouses can focus on what they do best, which is printing and lettershop services. When the job is printed, the PURL is just another piece of variable data that is printed according to the layout of the job and the requirements of the message content.

One of the subtle benefits of this PURL software is the placement of the recipient's name at the start of the PURL, rather than at the end, so it stands out more.

### Print your PURLs using offset, web, laser, dot-matrix or digital.

This specialist software means your PURLs can be printed on any non-digitally printed jobs such as an adhesive address label, directly onto a flysheet or envelope, within a letter or postcard, or on any preprinted document from a web or offset machine for example.

If you do offer digital printing you can also use the PURL service, but without any additional investment in workflow software.

AT MAD, we're very excited about this breakthrough as it will help the mail marketing industry improve results in their campaigns, even if the only variable data in a job is the first name and surname.

As a pioneer of PURLs using digital printers in Australia, I've endured all the problems associated with using suppliers not experienced enough to deliver all the

associated database and web services that are required to manage PURL based campaigns effectively.

These problems occur because the available software is not a specific PURL programme and is entrenched in a much larger software systems that require all sorts of new skills not necessarily available at the print shop or mailhouse. For more tips and advice on how to navigate the difficult digital printing waters, refer to the previous Print21 Direct supplement.

Keep an eye out for the next issue of Print21 for a demonstration of how this PURL software works for you, or visit <www.malcolmaulddirect.com> for more information. ●

Malcolm Auld can be reached on  
<inquiry@madmail.com.au> or  
phone: 02 9976 0900.