



SMARTCOMM
MULTI-CHANNEL SOLUTIONS

PERSONALISED WEBSITES AND LANDING PAGES





WHAT IS A PERSONALISED URL?

A personalised URL (PURL) is a unique and fully trackable online address that is exclusive to the individual recipient. As an example, a PURL for customer Tracey Smith could be 'abcbusiness.com/Tracey.Smith'. This PURL may greet Tracey by name, personalise content based on her preferences or information from a database, conduct a short survey and record her behaviour while on the site. The PURL could be a page on your website, a special offer, or a landing page created for a specific campaign.

PURLs are generally incorporated into personalised direct mail and eDM communications and are commonly used to gather customer and prospect data, drive leads and promote customer dialogue.

ADVANTAGES OF PURLS

Studies have shown that PURLs catch a customer's attention and are effective at boosting response rates.

Advantages of using a PURL in your next campaign include:

Customer dialogue and data retrieval – PURLs allow you to start a direct dialog with your target audience and are a great avenue for using incentivised surveys and questionnaires to improve the depth of your customer data.

Campaign tracking – PURL campaigns produce detailed tracking data, enabling you to quickly respond to customer feedback and improve future campaigns.

Deliver Relevant Leads – PURLs allow new prospect leads to be quickly followed up by sales staff.

Increased Return on Investment – PURLs allow messages to be personalised for a wide range of individuals, generating much higher conversion rates leading to a greater Return on Investment.

Test and learn opportunities – PURLs create an opportunity to update customer communications without impacting costs. So with PURL technology you can undertake sophisticated campaign testing leading to better response rates down the line.

Cross media integration – PURLs are integrated within printed and eDM communications for cross media promotions.





WHO IS SMARTCOMM?

Smartcomm is far more than a traditional mail house. With over 100 years industry experience, our team of smart communicators are the best in the business and we aren't afraid to boast about it. From your dedicated Account Manager to technical, print and warehouse support we've got your back. Our highly experienced team will deliver expert management of your projects and provide you with multiple campaign options to ensure cost efficiencies.

SMART1:1 PURL TECHNOLOGY

In today's world of cluttered marketing messages, a **SMART1:1** PURL allows you to send your customers to a personalised website with content matched to their individual tastes, all while gathering valuable data for future communications. Our **SMART1:1** personalised websites and landing pages can facilitate the creation of dynamic content including hyperlinks, variable text, images and prepopulated forms.

SMART1:1 PURLs provide full integration of your direct mail, email and online marketing. By incorporating a **SMART1:1** PURL within your printed direct mail, this will drive your offline prospects online while also enabling analysis of both online and offline campaigns in one centralised system.

Using **SMART1:1**'s PURL technology, you have access to real-time campaign tracking. You'll be able to see who has accessed their PURL online, even if they haven't taken any further action, such as registering for an event. With this information, we can determine your most interested prospects and target your follow-up messaging.

By using our SMART1:1 PURL technology in your next direct marketing campaign, you'll benefit from:

- Increased response rates
 - The ability in real time to track responses and target your most profitable prospects
 - Engage customers at a deeper level by collecting valuable information from your prospects, and use that information to make future campaigns more targeted and relevant.
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WANT A DEMONSTRATION?

Our committed Account Managers can easily take you through our **SMART1:1** PURL technology. We can even bring our technical and production staff for expert consultation to make sure we meet your unique business needs.

Our focus is always on understanding your business from your point of view. Whether you're thinking about a single project or more integrated communications, our **SMART1:1** technology will make sure your marketing dollars work smarter.

So call us to organise a personal demonstration today!

WHY CHOOSE SMARTCOMM?

We believe when it comes to your business, it's quality, not quantity that will give you a competitive advantage. That's why we'll focus on understanding your vision and unique requirements.

Our experienced team will partner with you to gain insight into your customers and their optimal channel journey. We'll then develop integrated marketing workflows and automated multi-channel, 1:1 targeted communications specific to your business and customer needs. This proven approach almost ensures a heightened experience, engagement and response from your customers.



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