Strata Company

PURL Services

Personalized URLs and Landing Pages

PERSONALIZED URLS

Traditional. Digital. Trackable.

Personalized URLs and landing pages provide modern marketers with a new way to capitalize on the tactile advantage of direct mail. PURLs utilize personal data points, typically your recipient's first and last name, and couple them with a unique campaign URL to create a personalized URL (PURL). Used in printed pieces, PURLs bridge the gap between traditional and digital channels, enrich the user experience, and allow marketers to clearly measure the value of their direct mail investment.

The Advantages

RELEVANT
Align content to your target audience based on your lists

PERSONALIZED
Personalize content by using variable data in your mailers

MULTICHANNEL
Provide an added channel for direct marketing response

TRACKABLE
A traditional-to-digital bridge makes direct mail attribution easier

The Outcomes

DATA ENRICHMENT
Gather information from respondents to enrich your CRM

HIGHER RESPONSE
Increase response by adding a digital response mechanism

CHANNEL EXPANSION
Secure email opt-in for your marketing programs
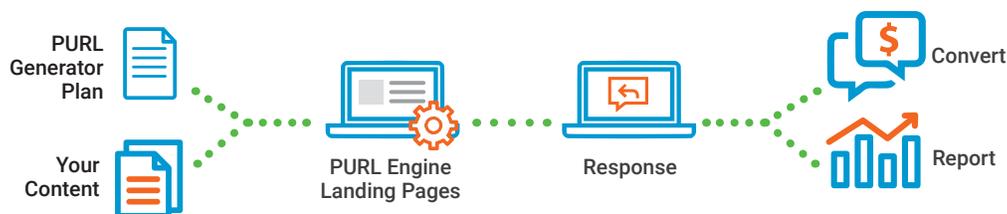
SALES ENABLEMENT
Streamline sales hand-off via Calendly appointment setting

Personal, Trackable Direct Mail Just Got Easier

Strata's PURL generation engine and landing page services offer a flexible, streamlined, and cost-effective way to deliver highly-targeted, measurable direct mail campaigns to market.

HOW IT WORKS

It starts with your lists and content. We run your data through our PURL engine, build your landing page based on your specifications, and start your campaign. Response data collection and reporting happen automatically and seamlessly.

PURL Generator Plan

Your Content

PURL Engine Landing Pages

Response

Convert

Report

Layout Options to Suit Any Strategy

For the ultimate in speed and suitability, we offer a parallax-based, modular landing page template. With 18 page elements to choose from, our customizable landing page will easily accommodate your desired content, user experience, and campaign strategy.

THE GREETING

Make an impact from the start and personally greet your guest.

USING VISUALS & TEXT

Choosing an impactful image and matching it with equally powerful text will resonate with a visitor.

MIXING MEDIAS

Incorporating a short, yet compelling video can catch your guest's attention and keep them interested.

TAKE ACTION

Embed contact forms, Calendly appointments, maps, and more to get your site's visitors to take the next step.

Reporting

We offer a variety of standard reporting capabilities as well as services at an additional cost to support more advanced intelligence gathering, systems enrichment, and business enablement.

√ INCLUDED FEATURES	+ ADDITIONAL SERVICES
▸ **Campaign Performance Dashboard** Your online dashboard includes response data by individual and key metrics data charts	▸ **Custom Metrics** Report on your own key business metrics to enhance business intelligence
▸ **Standard Reporting Fields** Name, company, email, date/time of response, and addresss	▸ **Marketing Automation/CRM Feeds** API post of all or select report data to your systems
▸ **Automated Email Report Delivery** Daily, weekly, or monthly CSV files, based on your preferred frequency	▸ **Email Notifications** Triggered email alerts can be added, such as warm lead notifications to your Sales team

How to Start Your PURL Campaign

You'll work with our knowledgeable account managers to define your goals and develop an effective strategy. Then, simply deliver your content and relevant information, and we'll take it from there to generate your PURLs, build your landing page, and launch your campaign.

Easy, right? It is. Now you can reap the rewards of direct mail campaigns that deliver a unique tactile/digital experience for your target audience, and trackable results for you.

ABOUT STRATA COMPANY

Strata Company provides marketing services and technology solutions that enable companies to increase efficiency, effectiveness, and revenue. By leveraging industry expertise and relevant technologies, we deliver solutions that resolve process, execution, and logistics challenges for our clients. Our specialties include cloud-based marketing and communications management solutions, data-driven marketing, and full-service execution services.

Get started today.

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Learn more at **gostrata.com**

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