

VDP Web™ Unique URL Module

The right message. The right customer. The right time.

Unique URLs and Personalized Web Pages

As either a stand alone mailing or as an additional element, unique web addresses and home pages are easily incorporated into any campaign. Each piece can contain a customized offer tailored to the recipient with variable text and graphics which features a personalized web page address.

The copy contains an incentive to drive the customer to their personalized homepage. If the piece includes a coupon for an item, the web site may contain a buy one get one free or other offer to further entice the consumer to visit the web page.

While on the site, visitors encounter an automatically populated opt-in form that asks them to join a club, receive a newsletter, or be placed at the head of the line for special offers and programs.

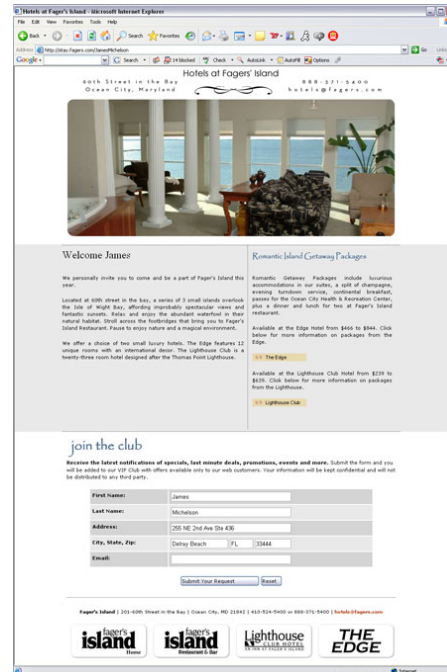
The challenge with traditional campaigns featuring a web site has been the inability to know which particular recipient looked online but never made additional contact. These potential customers remain anonymous unless there is a method to capture their information. Unique URL tracking per prospect overcomes this challenge.

VDP Web Program Benefits

- Know which particular consumers visited the website in response to which particular campaign
- Easy A/B split testing with a larger data set
- Automatically trigger follow on marketing
- Collect valuable behavioral information
- Add interest and excitement with variable offers based on the consumer's level of participation
- Develop an "A" list of consumers with a high level of interest in the product
- Build brand loyalty by keeping the right level of contact with the customers most likely to buy
- Track which offers motivated which consumers to action
- Offer an additional portal to existing online content or to cross sell additional lines

Landing Pages with Opt-in Marketing

The unique web address loads a personalized web page and features an automatically populated opt-in marketing form.



Email Sales Alerts & Reports

Our database captures the information of each visitor, adding a new layer of "soft response" tracking and detailed reporting. Real time email alerts identify those recipients who read the piece and showed interest.

