



The Campaign Technology People

**An L2 Campaign Case Study:**  
Multi-touch Personalized Event Management System



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## Summary | Multi-Touch Marketing

PIP Printing and Marketing Services, located in Manchester, CT used Fuse to generate a phenomenal response to a discussion on 1:1 personalized communications strategies and integrated marketing by using a multi-touch personalized marketing campaign. Using a comprehensive tracking system, they were able to follow-up with their recipients using the right messaging and channel at the right time and automate the process. By doing this, they generated a phenomenal 27% response to the campaign, 50% of those attended the event.

**Ron, your first card was well played!**

Please join us and discover how using 1:1 Personalized Communication Strategies and Integrated Direct Marketing can stimulate consumer actions to improve campaign response and ROI.

Frank Romano, Professor Emeritus School of Print Media - RIT will be leading the discussion. [Click here for his biography.](#)

You will have the option of selecting from one of two sessions to attend once you have verified and submitted your complete contact information.

**Session One: 9:00 AM - 11:00 AM**  
Tuesday, October 20, 2009  
A light breakfast and beverages will be served.

**Session Two: 12:30 PM - 2:30 PM**  
Tuesday, October 20, 2009  
A light lunch and beverages will be served.

Your response is requested by October 9, 2009.  
Seating is limited.

To register, please verify your complete contact information below.

Mr.  Ms.  Mrs.

First Name \*  Last Name \*

Business Name \*  Title \*

Address \*  PO Box/Suite Number

City \*  State \*

Telephone \*  Ext

Email \*

By registering for and attending this event you will be ENTERED TO WIN\* a \$500 Mohegan Sun Gift Card.

\* I acknowledge that I must be present the day of the event to be entered to WIN a \$500.00 Mohegan Sun Gift Card.

P.s. if you are not Ron Morin, please [click here](#).

[Continue Registration](#)

Example of the personalized URL PIP used to register users to the event.

### Features

#### Personalized to the individual

PIP made the content relevant with a personalized image of a stack of poker cards

#### Auto-populated fields

Uses data PIP has, to make it easier and more likely for recipients to complete the form.

#### Relevant offer

PIP used a significant offer that was consistent with the direct mail theme to entice prospects.

#### Response Tracking

PIP tracked responses to the Personalized URL and used that to follow-up with customers.

## The Campaign | Getting Phenomenal Response To Your Events

PIP Printing and Marketing Services used Fuse to implement and manage a multi-touch personalized marketing campaign directing its recipients to a discussion on 1:1 personalized communications strategies and integrated marketing.

The campaign consisted of three to five marketing touches and a phone call for follow up. The first touch was a VDP dimensional direct mail piece to a personalized URL to invite the recipient to register for one of two seminar sessions.

PIP created a second touch by using a call to action to drive respondents to their personalized URL to register and act on an offer, “Visit your p-URL and register online to be automatically entered to WIN a \$500 Mohegan Sun Casino Gift card”.

Once the recipient visited their landing page, they saw a personalized deck of cards with the message “Your first card was well played” which was consistent with the direct mail theme and messaging. The gift card offer relevant to the theme was also restated. After the respondent verified their contact information, they were given four options for registration.



*Example of personalized follow-up email*

visited the PURL and abandoned were sent email reminders until they registered, declined, unsubscribed or the event registration time period expired. Follow up calls were also made as part of the multi-touch marketing strategy.

By hitting each recipient with the right type of message at the right time, PIP Printing and Marketing Services was able to generate a phenomenal 27% response to the campaign, 50% of those who responded attended the event.

Using a comprehensive tracking system, PIP was able to follow-up with the right messaging to each person and created a third touch. Recipients who registered for the event were sent automatic confirmation emails, which included directions to the event based on their location. Those who could not attend one of the two session times were given the options to decline.

With this marketing intelligence PIP was able to follow up with these HOT Leads by sending relevant follow-up messaging. Anyone who did not respond or

**“27% response...”**



## **L2, Inc.** | **Contact**

L2 is founded in 2001 and is located in the heart of Silicon Valley in California. L2 has grown & maintained profitability as a direct marketing technology provider for web and print channels.

In addition to technology, L2 is also committed to providing clients with quality support on channel engagement, technical integration and campaign deployment. L2's success is not solely based on product sales, but also on the success of its clients.

L2's technology caters to the direct marketing needs of various industries directly and through a vast network of channel partners.

As the Campaign Technology People, L2 strives to provide the best technology for your direct marketing needs.

Find out more about L2 and Fuse technology at: [www.L2soft.com](http://www.L2soft.com)

## **PIP** | **Contact**

### **PIP Printing and Marketing Services**

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