

## PURL Campaign Drives Double Digit Response Rate

Marketers are starved for a solution that integrates both print and electronic media. These multi-channel marketing efforts also need to quantify and measure the value of their marketing programs and investments. Utilizing our PURL (personal URL) technology gives you the power to target individuals through two personalized channels working together to improve response rates, develop more qualified leads and access real-time data.

### Challenge:

A local College wanted to target prospective students in the area to educate them about their school, curriculum and scholarship program. Given the fact that many high school seniors receive printed materials daily from colleges, they wanted a marketing campaign that would stand out from the crowd and provide a creative, yet simple way to gain feedback from interested students.



### Solution:

Our team worked with their marketing department to design a four color variable data print piece that included a Personal URL (PURL), [www.JohnSmith.localcollege.edu](http://www.JohnSmith.localcollege.edu). This PURL drove this perspective student to their own personal landing page that mirrored the printed piece and the College's web site design. The prospective student was guided through four personalized web pages that educated them about the college and their scholarship program. They also asked them specific questions regarding their major of interest, extracurricular activities, plans on attending an open house and preferred method of contact.

All of this data was captured within our backend reporting tool where detailed reports can be created in real time. The data is presented on both campaign and individual levels, giving you, the marketer, the ability to follow up with interested students in unique and meaningful ways. This college garnered a double digit return on this multi-channel marketing campaign providing them a greater opportunity of converting these high school prospects into this year's Freshman class.

*Revolutionize your marketing strategy by contacting your sales representative or [marketing@elkgrovegraphics.com](mailto:marketing@elkgrovegraphics.com) for a personal demonstration.*

