

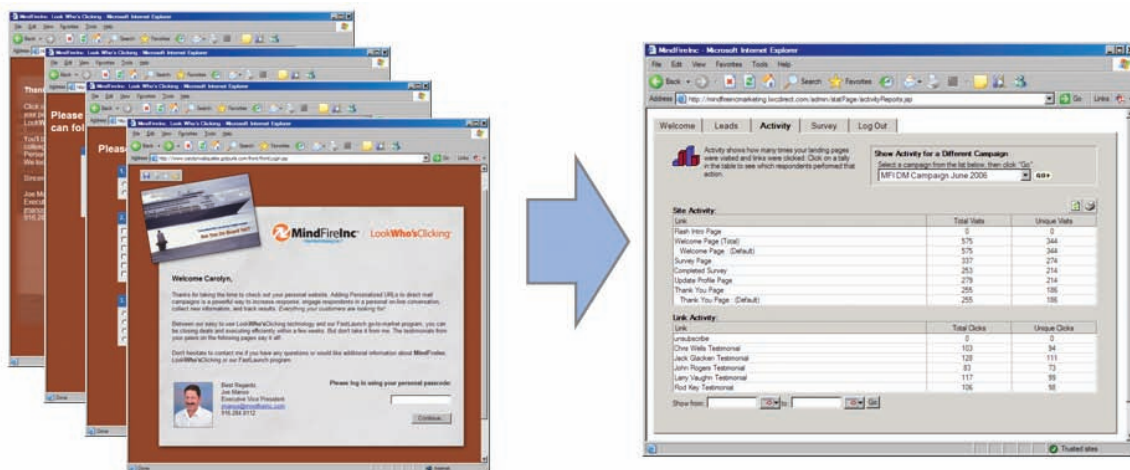
## PURLs ~ Personalized URLs: Relevant and Personal Multi-Channel Marketing

Utilizing both print and Internet mediums, PURLs get two powerful marketing channels working together to:

- Improve direct marketing response rates
- Develop more qualified leads
- Convert high quality leads into revenue
- Quantify and access real-time data



Elk Grove Graphics will partner with you to generate your PURLs, program personalized landing pages, collect and categorize the responses and generate user friendly reports. Our campaign dashboard allows you to track the results of your marketing efforts in real time and calculate the ROI for each campaign.



Revolutionize your marketing strategy by contacting your sales representative or [marketing@elkgrovegraphics.com](mailto:marketing@elkgrovegraphics.com) for relevant testimonials and a personal demo.