



10 Best Practices in Personalized URLs

It started as a trickle and now it's a flood—the promotion and use of personalized URLs as the latest way to grab attention, market products, and communicate with customers and prospects.

Let's look at the top 10 best practices for implementing these campaigns.

1. Start with good marketing.

Don't expect the personalized URL itself to generate responses.

2. Follow the best practices for 1:1 printing in general.

Focus on relevance, not personalization, and place a high priority on building, optimizing, and utilizing your customer database.

3. Start with a highly targeted recipient base.

4. Evaluate the cost of programs differently.

Don't evaluate a 1:1 piece the same way you evaluate a static piece. Focus on new metrics, such as conversion rate, cost per sale, and ROI.

5. Incorporate other response-boosting elements, such as over-sized postcards or lumpy mail.

6. Utilize the benefits of multiple media to reinforce the message.

Maintain consistency in design and business rules across all channels.

7. Offer an incentive of high value to the recipient.

It doesn't have to be a high-dollar value offer. Just one that is the right offer for your specific client or prospect base.

8. When possible, offer multiple channels for response.

Use general URLs, personalized URLs, tear-out forms, 800 numbers, even QR codes. Not everyone wants to respond to an offer the same way.

9. Track, measure, and respond.

Track not just at who responded, but their demographics, timing, and other factors. Use this information to improve your programs over time.

10. Use the survey buttons to really learn something.

Use the survey to ask questions that help you improve the depth and understanding of your client relationship and not just show off your technology skills.



These best practices are excerpted from "Personalized URLs: Beyond the Hype: Overview, Lessons Learned, and Best Practices for PURLs, RURLs, and Other -URLs," an authoritative look at issues related to personalized URLs. For more information on this report, visit Digital Printing Reports (www.digitalprintingreports.com).