

what is PURL?



1 Direct mail may contain a personalized URL (PURL) and a variable QR code.



2 An email can contain the PURL link and can be personalized from client data.



3 By visiting the PURL the recipient is taken to a personalized landing page with content driven by the data. The splash page is personalized to your brand or campaign.



4 A form or survey can gather information or ask questions. Online forms can make submissions quick and easy.



5 Automated alerts and triggers can fire emails such as a "Thank You" or "a coupon" response and even email client's sales team with leads.



6 Lastly, you can provide clients with access to comprehensive reporting, analytics, and data tools.

