



## Marketer's Primer Series: Personalized URLs

Does it mean that name and company name and a personalized URL would generate such lifts today? Not at all. The “What do you say Jeff. . .?” campaign was developed when name personalization was less common. Furthermore, it was produced using an over-sized postcard, which in itself tends to lift response. Without having the benefit of a control group, it's impossible to separate the lift by using the over-sized card from the lift created by the name personalization and the lift created by the personalized URL.

### Best practices from the field

For this section, we looked through all of the case studies containing personalized URLs in the Print on Demand Initiative “best practices” case study archives—a total of more than 60 studies. Although the case studies are predominantly from 2007–09, they exist in the database as far back as 2001. We also looked back through past articles and case studies from our own archives. In doing so, a consistent set of themes and best practices began to shine through.

#### **1. Successful campaigns start with good marketing.**

It's impossible to condense good marketing strategies into a paragraph, but they start with smart creative, a great message, a compelling offer, and an appropriate list. One successful fundraising campaign not only talked about the benefits of donating to children's charities, for example, but took the next step to show recipients how their donations would meet specific needs in their own communities. This organization understood its recipient base and what motivates them to action. Then it used the available data to maximum effect. Just “personalizing” information doesn't mean it's compelling or relevant. Good marketing does that.

#### **2. Successful programs follow the best practices for 1:1 printing in general.**

Personalized URL campaigns are a sub-set of all 1:1 (personalized) printing campaigns, so follow the best practices of 1:1 printing, such as focusing on relevance, not personalization; placing a high priority on building and optimizing a customer database; and making a habit of measuring all relevant metrics, testing, and using control groups to optimize your program over time. These best practices are covered in detail in the companion primer “1:1 (Personalized) Printing: Boosting Profits Through Relevance.”

#### **3. Evaluate the cost of programs differently.**

You can't evaluate a 1:1 piece the same way you evaluate a static piece. You need to focus on new metrics, such as conversion rate, cost per sale, and ROI.



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### PAGES FROM A PERSONALIZED URL CAMPAIGN



Source: TAG Marketing and Recruiting

*Sample pages from a personalized URL campaign produced for Guardian Home Health Care Holdings. The campaign was designed to reduce the cost per hire. Over a 16-month period, it attracted more than 5,500 qualified candidates in 45 markets. Cost per lead went from well over \$3,000 (print ads) to less than \$90.*

#### 4. Successful campaigns were mailed to highly targeted customer bases.

This includes existing or past customers who already have or had a relationship with the company or a prospect database that mirrors the company's existing or desired target base. In the case of one manufacturer's attempt to increase membership in its educational seminars, the mailing