

# Direct Mail:

Get the Highest Response Rates

## **Integrating Direct Mail and the Web to Increase Performance**

A WHITEPAPER BY



*Effective & Efficient Direct Mail, Print & Integrated Media*

# Integrating Direct Mail & the Web to Increase Performance

There is no way around it, the web needs to be integrated into your direct mail campaigns. Increasingly, the next step for direct mail recipients is to visit the web. That could be to print a coupon, sign up for a free trial, performance research, view a video, check out reviews, register for an event or perform some other task.

Integration tactics vary based on marketing objective, i.e. direct sales/retail, lead generation, or lead nurturing, B2B or B2C.

Some data providers now offer the ability to purchase internet display and prospect emailing to the same list of prospects. Frequency is a proven marketing principle. Utilizing multiple channels and multiple touches will increase response.

There are some lingering questions though that basic websites typically cannot answer, such as who visited the site, inquired or bought items/services in response to the direct mail campaign? However, there is good news. Microsites, accessed via personal URL, can provide the marketer with unappalled insight into respondent behavior.

*“44% of marketers are using the combination of direct mail, email and social media to maximize their marketing efforts.”*

--2015 Response Rate Report (Direct Marketing Association)

## Personal URL's: Attract, Interact & React

A personal URL is a web address with the recipient's name or some unique code embedded. Variable data print technology enables personalized content, which can include PURL's, to be included on your direct mail pieces. When a recipient uses a PURL to access the web, it is known who is visiting.

The database of direct mail recipients and their associated purls remain attached to the site in the background. These microsites also employ variable data technology.

This technology produces several important benefits:

- You know who visits, when they visit, how many times they visit, what pages they visit and what actions they take. This knowledge can be employed as part of an automated lead scoring system.
- Segmented landing pages can be served up. Different people can see different sites based on their data characteristics.
- The sites have variable data capability which means images, offers and content can be served up on a 1:1 basis.
- Forms can be prepopulated with some data. Making it easier for people will create lift.
- These sites include triggering mechanisms that can forward data to call centers, sales or dealers for further action.

Landing pages are web microsites that can be constructed to present information directly related to the direct mail campaign and the recipient's interest. This approach is more user-friendly than making a potential prospect navigate through an entire company website. These sites are very focused on getting people to respond to the call to action. If you send them to the big website, some of them will become distracted and your response won't be as effective as it could have been.

These sites almost always include a form or survey that is used to gather more information on the person. Bear in mind that the amount of information they are willing to offer up is commensurate with the perceived value of the offer. Best practice dictates asking no more than 5-6 questions. Fewer could be better.

The act of completing a form or survey automatically triggers email delivery of a lead report. This lead report generally includes basic contact info on the recipient and data related to the way they answered their questions. The best part of this process is it can all be pushed in real time. Business rules and logic can be used to determine who in the organization receives these leads and will be able to carry on the next appropriate step in the process.

This is a huge advantage for sales and marketing teams. The ability to have leads within minutes allows them to follow up quickly while the person's interest is piqued and they are engaged.

Thank you pages can be automatically displayed and triggered emails can be sent to the site visitor as well. These pages can contain relevant links to other useful sources of information, relevant contact information to invite more interaction, confirmation details of orders or appointments and so much more.

The response tracking capabilities available by using PURL's within direct mail campaigns are dynamic. Reports can be generated to show site visitors, multiple visitors, those who didn't visit, compile question or survey results, individual list performances, statistics by day, by list or region, overall campaign performance, ROI and so much more. These response tracking portals are accessible on the web 24-hours a day and seven days a week so marketers have the opportunity to measure and react unlike before. Data can be exported into CRM systems or other systems.

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**Studies suggest that utilizing PURL's in efforts with relevant direct mail can create a lift of 2-5 times in their results. Consider these scenarios to understand the potential value you may be missing out on with your direct mail and marketing campaigns.**

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## Tracking Phone Calls

There are still recipients or customers who will pick up the telephone and call. It may not be the first step after receiving direct mail, but some will pick up the phone and call you to learn more or ask questions.

Call tracking numbers are a useful tool to capture telephone response and a great alternative if you want to measure response via phone. There are many service providers in this area.

These toll free numbers can be forwarded to a phone number of your choice. It is invisible to the prospect and the telephone answerer where the phone call came from. Software meters the call and captures the caller identification tags on about 65% of all the phone calls. By capturing the caller identification tags, you are able to record the caller's name, address and phone. That information can be moved into your prospect database or CRM system.

This will provide marketers with a more accurate picture of campaign effectiveness than asking the receptionist, "How many phone calls did we get?"

## The Advantage of PrintComm

*Effective & Efficient Direct Mail, Print & Integrated Media*

We help our clients execute effective direct mail and print campaigns. Additionally, we can provide project management assistance and direct marketing expertise that help our clients accomplish their direct marketing objectives which can include:

- Lead Generation
- Nurturing Leads into Sales-Ready Leads
- New Customer Acquisition
- Effective Event Marketing

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If you would like to schedule a time to talk or set up a demo for any of these concepts, please contact Stephen Naughton at 810-496-1172 or via email at [snaughton@printcomm.com](mailto:snaughton@printcomm.com)

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