

A PERSONALIZED LANDING PAGE FOR EVERY CUSTOMER



RETAIL

While most direct marketing efforts invite consumers to reply by mail, a full 42 percent of interested recipients prefer to respond online, according to a recent study by the Direct Marketing Association. Rather than send those consumers to a generic landing page—where the likelihood they'll stay diminishes with every click—new technology from [MindFireInc](#) lets companies create a personalized URL and landing page for each and every consumer. [LookWho'sClicking](#) automates the creation and management of direct marketing campaigns using dynamic landing pages, personalized URLs, response tracking and more. Using a company's campaign mail file, the software first generates and hosts a personalized URL for each recipient—such as [JoeSmith.Shoesaver.com](#), for example—and automates the process of inserting those unique addresses into the mail file for inclusion in each direct mail piece. When Joe Smith visits his personalized URL, he'll see a personalized VIP Landing Page tailored specifically to him and to the direct mail piece he holds in his hand, with matching design and a welcome message that thanks him by name for visiting. The technology then captures Joe's activity for additional follow-up and lead generation, all in real time; comprehensive reports display campaign response rates, visitor patterns and detailed lead information. Microsoft, BMW and Nestle are among the 500 companies using the technology, [MindFireInc](#) says. In this era of mass-customization, consumers expect to be addressed in a way that recognizes their individuality, and if it can stroke their [gravanity](#) too, then all the better. Something tells us this one will eventually become hygiene! Spotted by: Roberta Steinberg
15th December 2008

Website: www.mindfireinc.com/info/personalized_url_marketing.html

Contact: www.mindfireinc.com/info/contactus.html