

PURLs — Personalized URLs

A Personalized URL (PURL) is a unique web address assigned to each recipient in your direct mail campaign. By using PURLs, you can track engagement, collect valuable insights, and create a more seamless experience for your audience.

Two Ways to Use PURLs in Your Campaign

1 QR Code Redirect to Your Existing Landing Page

With this approach, each recipient receives a unique PURL or QR Code that directs them to your existing website.

Key Benefits:

- 1. Maintains Your Existing Website Experience** – No need to modify your current site.
- 2. Branded Vanity Domain** – Ensures credibility by using a custom domain that aligns with your campaign.
- 3. Tracking & Analytics** – Gain valuable insights, including:
 - Device type, time of visit, and general location
 - QR Code scans and PURL visits
 - Unique vs. returning visitors
- 4. Data Pass-Through** – Embed a query string in the URL to pass user data (e.g., campaign ID, recipient name, or segment) for tracking and potential personalization.

This method allows you to measure engagement but does not provide the same level of personalization or detailed donor insights as a fully customized PURL landing page.



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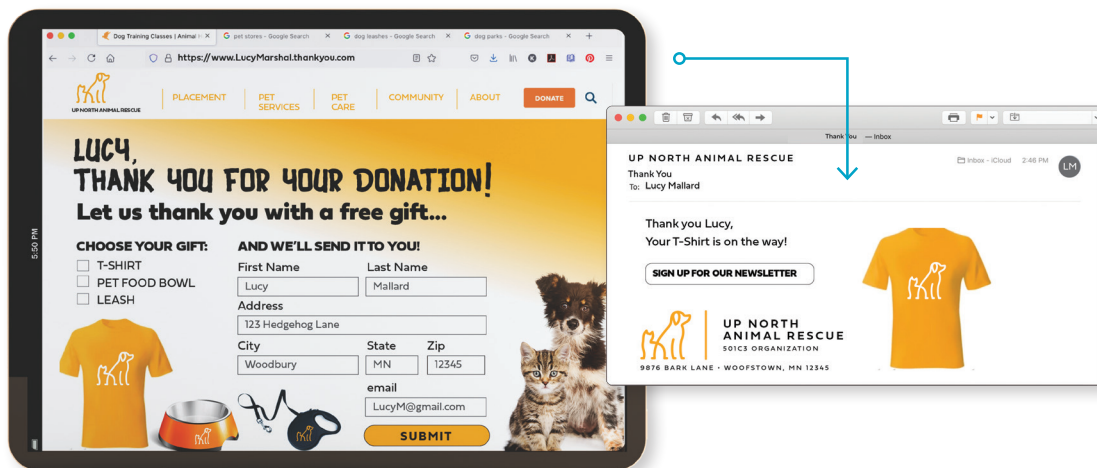
Personalized PURL Landing Pages (Recommended for Deeper Engagement)

This approach directs each recipient to a fully customized and personalized landing page designed for maximum impact.

Key Benefits:

1. **Enhanced Engagement & Personalization** – Greet each visitor by name and tailor messaging based on their past interactions.
2. **Comprehensive Data Capture** – Collect detailed insights, including form submissions, email opt-ins, event sign-ups, and donation intent.
3. **Dynamic Content & Multi-Step Engagement** – Customize content based on donor profiles, display personalized donation options, and integrate impact stories or videos.
4. **Real-Time Analytics & Attribution**—Track visits, clicks, form submissions, and donation completions to get a full picture of campaign effectiveness.
5. **Ideal for Acquisition Campaigns** – A PURL page enables targeted engagement, nurturing potential donors from awareness to action.

Creating personalized landing pages for every direct mail recipient boost response rates and delivers a better donor experience.



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