

Quick Takes in Direct Marketing

Fast news and pointers you won't find anywhere else!

Personal web sites – the newest twist in direct marketing

It's a "pearl" of a direct marketing idea, as in "PURL." That acronym stands for Personal Uniform Resource Locator. Or, Personal URL. In other words, creating a unique web site for each potential customer, and using direct mail to invite them to log on and engage with the sales process.

A simple process that mixes mail and new media

Here's how it works for, say, a series of automobile dealerships:

1. Each dealership supplies a list of potential purchasing or leasing customers, based on current customers and prospects who meet certain criteria.
2. Each customer or prospect is sent their personalized web address via a customized direct mail piece which includes an incentive to log on to their personalized web site. The incentive could be a \$100 gasoline certificate if the customer or prospect logs on to the personal URL and completes the questionnaire form.
3. The personal URL has the prospect's name included. For example, <http://johnjones.65.myautodealer.com>.
4. The prospect logs on and is welcomed by name, shown what incentive is available and asked for information the dealership would like to learn about them in order to be eligible for the incentive. The information may include the date their lease ends, the features they want in a car (leather seats, navigation system), and so on. The prospect submits the form and is informed of the incentive they will receive.
5. The prospect must go to the dealership to pick up the incentive. When that happens, the sales staff knows exactly which type of car to show them, with a competitive price, based on the date the prospect will want to make a decision.
6. The dealer's sales staff also has the opportunity to contact the prospect immediately after the PURL website questionnaire has been completed, when the prospect's interest is the highest.

Incredible response and effectiveness

This PURL program is managed at PrimeNet using a proprietary Response Manager program, according to Kristen Lynds, business development executive in the Clearwater, Florida, office.

"With Response Manager, we are able to provide the dealer with real-time, qualified leads," Lynds said. "In the case of the car

dealership example, the dealer knows the prospect's buying preferences, time to market, contact information including email address, and has the prospect standing in the dealership! This also helps our clients validate the effectiveness of a direct mail campaign to drive traffic to a website which results in traffic at the dealership."

They're seeing response rates for the automotive segment up to 4.6 percent.

"For me, this is one of the most exciting things we've done at PrimeNet. We can bring prospects right to your door and tell you exactly what they are looking for. The conversion rate to sale is huge."

-- Kristen Lynds

Back-end system is key to success

When the prospect completes the web questionnaire and hits "submit," the data is sent to the PrimeNet Response Manager lead management system that was launched in May.

Each completed survey results in an email notification to the business customer. The business customer has access to the data from prospects responding to the mailing.

The Response Manager program:

- Monitors real-time leads.
- Can assign the lead to a sales person for follow up.
- Tracks who has been contacted.
- Exports the prospect's information to an Excel spreadsheet.
- Creates illustrations showing response rates in relation to the mailing amount for campaign management and cost-benefit evaluation.

"The system is very flexible," Lynds said. "We can even auto-generate a thank you note to the prospect who has come into the dealership, with a photo of the kind of vehicle they were looking at and a photo of the salesperson who spoke to them."

"For me, this is one of the most exciting things we've done at PrimeNet," Lynds said. "It's different than straight direct mail, and it quantifies results for the business customer. We can bring prospects right to the door and tell you exactly what they are looking for. The conversion rate to sale is huge."

See page 3 for how sports teams use PURLs



Order and manage your resident mailing lists on-line

With our ResNET website, you can access names and addresses in any community across the U.S., build a custom mail list that optimizes postage costs, email it to your printer – and track results.

All in a matter of minutes.

The service is growing fast. PrimeNet already has several versions of the site tailored for many clients. Branding can be done according to the client's specifications and business needs.

"Bottom line, this is a one-stop solution for clients who are looking to mail to the national resident database and take advantage of saturation postage discounts," said Diane Loats, PrimeNet director of data services. *"PrimeNet designs the site specifically for the end user to best meet their needs, whether it is a simple count site or a count and order site."*

By saturating the carrier route and ordering the mailings to correspond to the mail carrier's path they walk, you get the cheapest per piece rate.

Easy list sorts to get to your target market

The site is customized to the user and easy to navigate. Direct marketers have two list source options:

- **Address only.** They can order residential mail lists of addresses from among more than 139 million residents in all 50 states and the District of Columbia.
- **Name and address.** They can order from the "ResPLUS" mail lists which have all available household names (about 75 percent of all households) and the lowest saturation-level postal rates available.

The lists are lists that are derived from the NAAD National Resident database which is a CDS qualified list (derived

"PrimeNet made the entire direct mail process easier and fun. We are saving money and helping our members. At the end of the day, we knew we were making the right decision."

-- Mark Coffee, Do It Best advertising and sales supervisor

from the US Postal Service) that is updated six times a year and offers weekly update supplements. You can do list selects by state, county, zip or geocode (zip and carrier route). In addition, the lists can be segmented by demographic criteria (this part is not automated, but we promise fast turn-around) so you can:

- Eliminate snowbirds
- Sort by age, education and income
- Select by family type or presence of children
- Target lifestyles, like gardeners and do-it-yourselfers

A process that is automated and trackable

Once users specify their mail list, they are presented with a count. Once OK'd by the user, PrimeNet orders the list and can put it into processing for mailing at PrimeNet or can send it to the user or the user's printer. Each list can be key-coded with store, sale and/or printer information that can be used as an identifier.

Users can run automated reports that track status of a mail project. Effective lists can be easily stored and replicated.

For more information about ResNET, contact Diane Loats, 1-(800)-827-0666 ext. 4061 or dloats@pnms.com.

"Do It Best Uses ResNET" SEE STORY ON FACING PAGE.



Postage stamp quiz winners from our Summer Issue!

The winners are:

- | | |
|--------------------|-------------------------------|
| 1. Kim Neisen | Merrill Corporation |
| 2. Barb Hestness | Questar Data Systems |
| 3. Michelle Wright | Remax |
| 4. Angela Rovang | Frank W. Carwood & Associates |

Each winner received 50 "Forever" stamps. Congratulations!

Do It Best hardware chain relies on ResNET for store mailings

Mark Coffee, advertising sales supervisor for the Do It Best hardware chain, became a ResNET customer in late spring.

Since then, more than 180 stores in the hardware chain have run mailers for each of a number of sales events using lists developed on ResNET. The store lists typically range from 1,000 to 10,000 households in the store's trade area.

Once the lists are compiled, they're sent to the printer who has been selected to handle that store's direct mail. The printer coordinates entry into the mail stream once

the pieces are printed with the local store's contact information. Do It Best uses a number of printers across their trade areas.

Prior to using ResNET, Do It Best would get a count from a list provider and send the order to a printer. The printer would pull the mail list. "We were at the mercy of the printer for the list pull and cost. There would be count discrepancies that could take days to resolve."

"With PrimeNet, we get the count and list, and they match. The cost is cheaper, too. This project has been a joy for us. We're

saving money and saving time."

Do It Best offers a circular each month and catalog and coupon books several times a year.

"PrimeNet held our hand, walked us through the change from how we operated in the past and was willing to keep making refinements to the interface," Coffee said. "The interface is great, and their support has been excellent."

SEE RELATED ResNET STORY ON PAGE 2.

Direct mail program for national sports franchise sells tickets

The goal was to sell ticket multi-packs to single-game fans.

Using PrimeNet's PURL and Response Manager programs, the franchise exceeded its goal!

The franchise sent fans who purchased single game tickets a mailing that asked the prospect to log onto a personal website, complete a form, and receive free official merchandise.

"The mailing was a die cut of a team player in action," said Kristen Lynds, PrimeNet business development executive. "We used our four-color variable imaging (iGen3) to place the

prospects name on the back of the player's jersey, on the reverse side of the mail piece."

The mailer got attention. Eight percent of recipients went to their personal website, and completed the form to receive free merchandise, which was just a request to verify the mailing address. The website also offered a 10-game ticket pack for \$99.

"The majority of those who responded to the free offer ended up buying the multi-pack tickets," Lynds said.

SEE RELATED "PURL" STORY ON PAGE 1.

NEW Fall Quiz

Web marketing: what's new, what's really true?

Using the internet to reach your target market is the biggest trend in direct marketing. Web direct marketing spending is outpacing direct mail, telemarketing

and traditional video marketing. See if you're savvy about web marketing by answering the quiz questions, below. To complete the quiz, go to www.pnms.com. Click on the quiz icon. Take the test online. We'll select 2 winners from a drawing of those of you who answer the most questions correctly. Winners will receive a 512 MB flash drive.

Web direct marketing questions:

1. The best way to avoid e-mail list fatigue is:

- a. embedded bots that automatically clean lists
- b. dynamite content
- c. anti-spam appendages

2. People are more likely to open an electronic message:

- a. if you send it regularly
- b. if you leave the "from" blank
- c. if you list your company's name in the return address

3. The best strategy for a fresh list and credibility is:

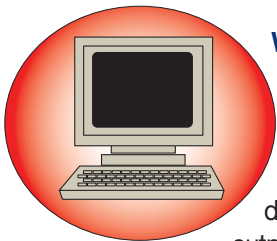
- a. an easy unsubscribe message
- b. spin-offs from a related blog
- c. search engine optimization

4. Click through rates increase when you use:

- a. metatags
- b. cascading style sheets
- c. tables

5. Split testing across your entire website:

- a. verifies the best promotion
- b. divides audiences for demographic testing
- c. requires convergent site architecture



Results and Value

PrimeNet is part of Journal Communications Inc., a diversified media and communications company. We have been serving the direct marketing industry since 1962.

Our mission is simple: Providing innovative direct marketing solutions that will maximize your success.

www.pnms.com