

## Variable Data with Personalized URLs

Integrating variable data printing components and personalized URL addresses not only makes sense – it makes for impressive results.

Variable printing has come a long way in a very short time. In the not so distant past, variable data printing was fairly crude with limited application – not exactly conducive to a creative execution. Now it is a whole different story – advancements in digital printing and sophisticated print server hardware and software have made Variable Data Printing (VDP) an effective and affordable tool that can significantly increase response and adoption rates. But the very best part, especially for a creative marketing agency like Redbeard, is that the graphical integration of the data (in the form of photos, names, headlines, copy points, etc.) is now entirely seamless.

Now, we can reach the right people at exactly the right time with poignant and relevant graphics and highly targeted offers. And literally every single impression can be unique – most applications won't call for that extreme level of customization, but it is quite possible.

Now consider the dynamic potential of Personalized URL address integration. PURL marketing provides a powerful on-line response channel for direct mail applications. Today's busy and tech-savvy consumers prefer to respond on-line and PURL technology provides the VIP access point that in many cases could increase response rates 2 or 3 fold. The PURL is a web

address that incorporates the recipient's name into the URL. Once the prospect navigates to their custom page, the possibilities for delivering targeted information and capturing data are endless. Plus, results tracking of individual respondents allows us to create customized follow-up pieces and develop poignant new offers. The case study that follows illustrates how one successful campaign played out. Redbeard can help you integrate these powerful campaign components – limited only by our collective imagination. ©2008 Redbeard®

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Client

## Educational Employees Credit Union

Campaign Component

### Direct Mailer

The lead component of this campaign was a custom designed direct mailer. The demographic for our target audience was quite narrow, existing members age 18-24 (EECU's MyCash age group segment), so we designed the mailer to coordinate with existing brand standards for the MyCash age group brand and integrated a dynamic and fun format. We devised a die-cut zipper access panel with a headline featuring the member's first name as a variable data component.

Variable data was also used to build the Personalized URL (PURL) in our call to action. We invited members to visit their personal MyCash webpage to receive a free eMusic download. Since the messaging for this outreach was mostly information rather than promotional, the eMusic download giveaway was essentially just a free gift. However, as you will see later on in the process, guiding the member to the download environment gave us some unique information gathering opportunities.

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### Landing Page

Members who navigated via PURL address to their personal MyCash web page, found yet another personalized headline and instructions detailing the process for obtaining their free eMusic download. Members were asked to answer a very brief survey before gaining access to their download. Graphics for this page complimented the original direct mail piece – all custom coordinated to compliment the MyCash age group branding.

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**Educational Employees CREDIT UNION**  
Experience the difference.

**Get a FREE eMusic download as our way of saying thanks.**  
Four questions and you're on your way to some cool free music!

**1: Are you**

- a Student
- Working
- Both

**2: Do you plan on purchasing a new or used vehicle**

- within the next 6 months
- within the next 12 months
- not planning on purchasing

**3: What types of financial services do you have with EECU? (Check all that apply)**

- Checking
- Online Banking
- Visa Credit Card
- Auto Loan
- Other

**4: What types of financial services do you have with another financial institution? (Check all that apply)**

- Checking
- Online Banking
- Visa Credit Card
- Auto Loan
- Other

**MyCash**

EECU's Next Generation

The information you submit will only be used by EECU and will not be shared or sold to any other organization.  
Powered by MindFireInc

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Campaign Component

### Survey Page

The survey was designed to gather information that would then be used in subsequent communications with that member. Four simple multiple choice questions were presented. Our goal was to identify current financial services usage and future needs.

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**Educational Employees Credit Union**  
Experience the difference.

Hey Tracy,  
that was easy, right?  
Now let's get that FREE eMusic  
download going.

To get your FREE eMusic download, enter your email  
address below and we'll send you a special code.

**User Information**

First Name: Tracy  
Last Name: Miller  
Email Address:

Submit

**MyCash**

EECU's Next Generation

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### Profile Page

The next page view, also personalized, had a dual purpose. It served as a confirmation page to verify the member's participation in the survey and it allowed the credit union to obtain the participant's email address. The MyCash age segment branding standards were integrated whenever possible. We felt it was important for these members to feel that the CU cared enough about them as an age segment to present custom content and we wanted to showcase our commitment to supporting their tech-centered lifestyle.

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Client

Educational Employees  
Credit Union

Campaign Component

## Thank You Email

Immediately after registering, members were sent a personalized HTML email message thanking the member for participating and presenting them with their unique user access code for eMusic. Members were then guided to the download environment and invited to fill their cart with their eMusic selections.

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Educational Employees Credit Union

Campaign Component

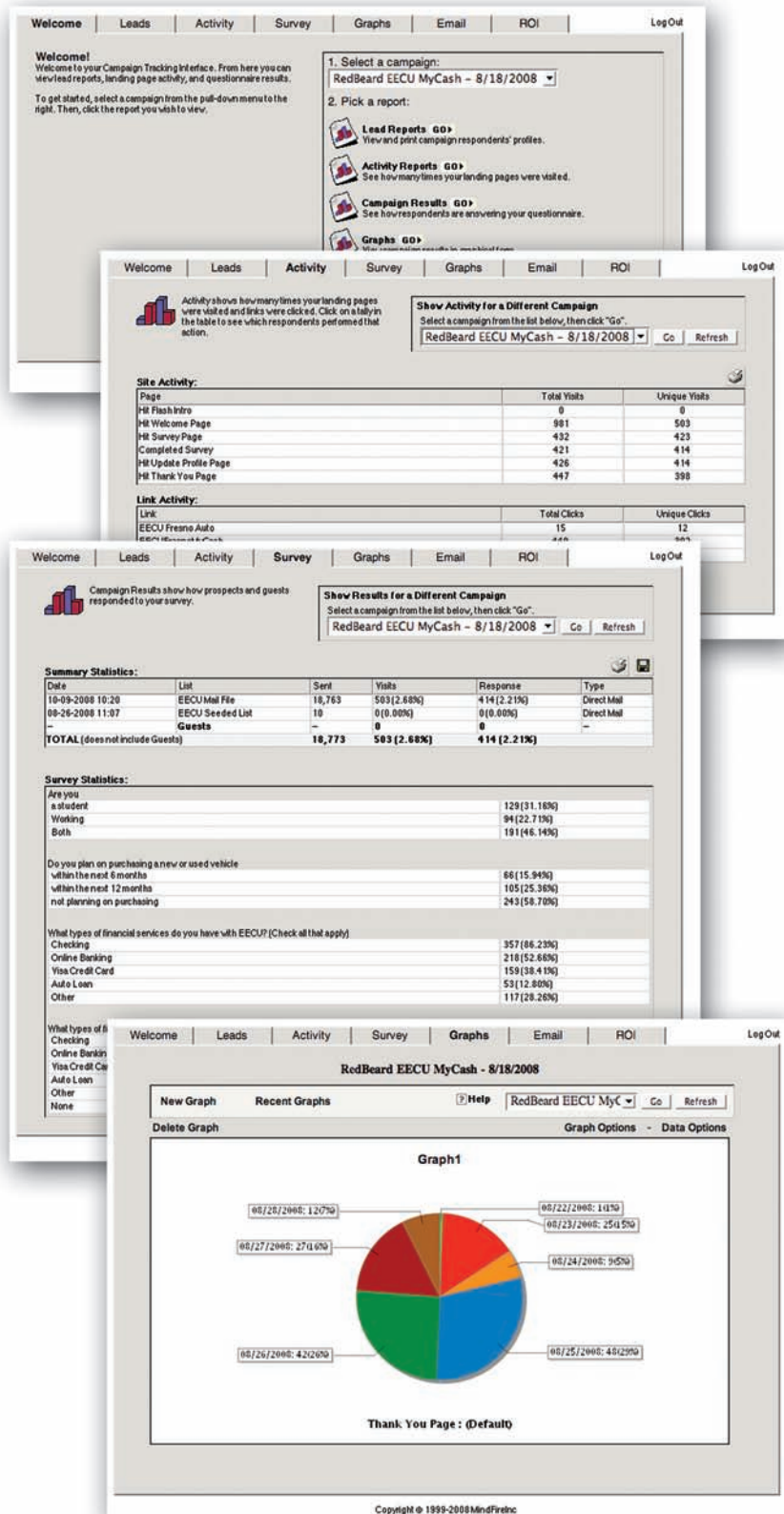
Followup Postcard / HTML Email

Based on the feedback received in the campaign, custom and personalized follow-up offers were then presented to the members. For EECU, both direct mail postcards and HTML emails were employed as follow-up devices. Timely and accurate response from EECU further reinforced the Credit Union's commitment to this age segment and a real understanding of their needs, buying habits and their tech-driven lifestyles.



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Client

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Campaign Component

### Client Dashboard

Each client campaign is supported by a digital online dashboard. This password protected client environment allows the user to chart the success of their campaign in real-time. A wide variety of data is available here and intuitively presented. Here you can chart landing page hits, click-throughs, survey completion stats, survey results, and even time spent on particular pages. All data tracks to each unique user – this is the key to formulating poignant follow-up offers.

Although this particular campaign was non-promotional in nature, the campaign still generated impressive results.

- Overall response rate – 2.28%
- 92% of respondents visited campaign webpage
- 26% of respondents read the follow-up email
- 24% of response activity occurred in first 7 days

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