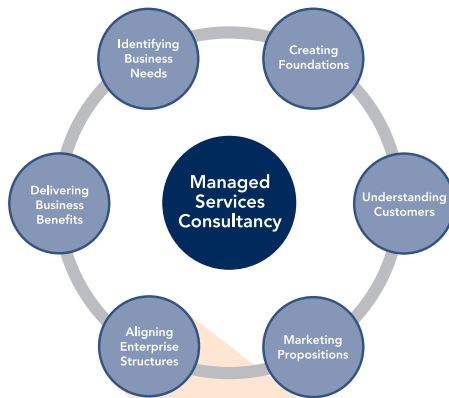


# Alterian Managed Services Consultancy

## Personalised URL campaigns

### Managed Services

Alterian offers integrated marketing solutions that are either on-site installed or hosted in our secure data centre. In addition to hosting the solution, we provide a number of hosted services delivered by the Managed Services Consultancy team.



One of Alterian's solutions is Dynamic Messenger – a top tier Email Service Platform – on top of which we can provide specific email services such as Personalised URL campaigns.

### Personalised URL Campaigns

<b>Engagement:</b>	Requirements gathering and specification onsite or via a conference call, offsite development
<b>Solutions:</b>	Dynamic Messenger
<b>Deliverables:</b>	PURL campaign for deployment

Aligning Enterprise Structures

**Create relevant, targeted landing pages using Personalized URLs.** A Personalized URL, or PURL, is a landing page containing individualised content intended for a single recipient. The PURL is the means by which a respondent is offered their own unique web page based on data and dynamic content.

The PURL directs the recipient to their personalised web page. For instance:

"Dave Smith, go to <http://www.domain.com/davesmith> to sign up."

Here are some ideas about what a PURL landing page can provide to your subscribers:

- A personalised offer complimented by variable product content
- A rich media experience with personalised animation and audio
- A survey to collect valuable information about product or shopping preferences
- Coupons tailored to their specific buying patterns

*"Personalized URL applications have a wide variety of uses, including sales prospecting, customer surveying, event registrations, information dissemination, and obtaining customer and user feedback."*

– reuters.com

Further actions can be triggered upon a recipient's visit to the PURL, such as a triggered email message or landing page. Additionally, Dynamic Messenger tracks all the customer's interactions with landing page content, links and emails in the same content server system, providing an integrated report view of the respondent's overall activity.

Alterian's Managed Services Consultancy team can help you leverage your data and content to develop successful PURL programs.

### Consistent Branding

Deliver your brand message to individuals with more relevance through a personalised URL combined with dynamic variable content. Alterian's Managed Services team will ensure that all pages developed will adhere to your corporate branding.

### Data Collection

Accessing forms via PURLs, Dynamic Messenger allows you to easily collect and update data in your recipient database. Forms can be prefilled to ensure a favourable experience when customers return to the form via your company website or a targeted email campaign.

### Automatic Email Deployment

Once a form has been submitted an email can be automatically sent to the recipient. This email can contain dynamic content based on the newly captured data, as well as any other information available.

All of these tasks ensure that you have the ability to collect rich customer data while the recipients of your emails and users of your website have a consistent brand experience. **This allows you to profile your customers, which increases response rates and ultimately sales.**

### Further Information

To find out more about how Alterian can help with the branding of your Dynamic Messenger account, please contact the Managed Services team or your Partner Development Manager. Alternatively, you can send an email to [MSC@alterian.com](mailto:MSC@alterian.com) with a request for someone to contact you.