



## Personalized URLs (PURLs)

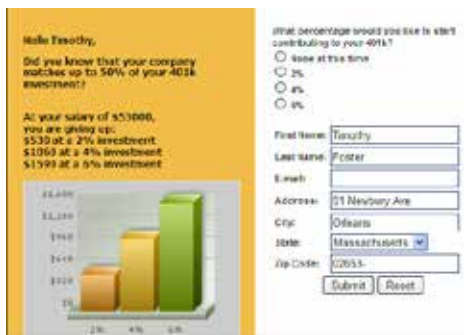
Measuring the results of your marketing campaign is key to understanding your customers and prospects. Universal Wilde, through our Xccelerate™ system, can offer personalized websites to capture direct mail or email responses. As an alternative to a BRC, a Personalized URL (PURL), an invitation-only marketing website, allows immediate collection of responses from a campaign.

These sites are convenient to use and can be personalized for the user with images and text. The more detail in the list, the more personalization that's possible and, typically, the better the response rates. With PURLs you can deliver different products and offers based on the individual responder, helping your target response to be more effective.

As with direct mail, you supply us with a layout and a contact list. The contacts and layout are added to Xccelerate. Keywords are inserted into the layout to "tag" it for personalized data from the list. The resulting PURL is hosted on-line by Xccelerate. Web links are generated by merging the contact's name and the customer-supplied web address. The name in the address (SamSmith.youraddress.com) identifies who is visiting the site, triggering the keywords to personalize the page.

Users expect the convenience of online response. Choices that users make in the PURL dictate the follow-up they desire: fulfillment, phone calls, emails or removal from the list. Xccelerate reporting measures the effectiveness of your

campaign, records each user's interests and helps reveal the type of user most likely to buy or to respond to future direct mail or email campaigns. These metrics, along with giving recipients the opportunity to correct any bad data, means your list is improved in the process.



**Italo Ferothy,**  
Did you know that your company matches up to 50% of your 401k investment?

At your salary of \$53000, you are giving up:  
\$530 at a 2% investment  
\$2120 at a 4% investment  
\$3190 at a 6% investment

What percentage would you like to start contributing to your 401k?

Same at the time  
 2%  
 4%  
 6%

First Name: Ferothy  
Last Name: Foster  
Email:  
Address: 51 Newbury Ave  
City: Orleans  
State: Massachusetts  
Zip Code: 02853

Sample Personalized Web Page

Now you can measure campaign effectiveness as it happens, demonstrating the value of the direct mail campaign and reducing time to

market. Metrics reveal likely prospects for future sales or campaigns. Combine Xccelerate PURL technology with your direct mail strategy to create effective marketing that maximizes your marketing dollars and improves your ROI.