

# Personalized URL Solutions

## Web-Based Personal URL Creation and Campaign Tracking System

FusionPro Links makes personalized direct marketing programs easy to implement, manage and document. With this vendor-hosted platform, end users can create a customized online response experience with unlimited personalized URLs and microsites for variable data publishing (VDP) marketing campaigns, and manage these campaigns with a comprehensive suite of tracking and reporting features. By delivering a unique user experience, you improve response rates and obtain a measurable return on your marketing investment.

### **ADD AN INNOVATIVE CROSS-MEDIA SOLUTION TO YOUR MARKETING ARSENAL**

Create a unique online response experience using personalized URLs, built in to direct mail or email, with microsites for VDP marketing campaigns that provide meaningful communication and inspire action.

### **RECEIVE INSTANT NOTIFICATIONS ON CAMPAIGN RESPONSES**

Email notifications of click-through and microsite activities are instantly delivered to give your organization the information it needs to document the effectiveness of your campaigns.

### **DELIVER PERSONALIZED TEXT, IMAGERY AND VIDEO**

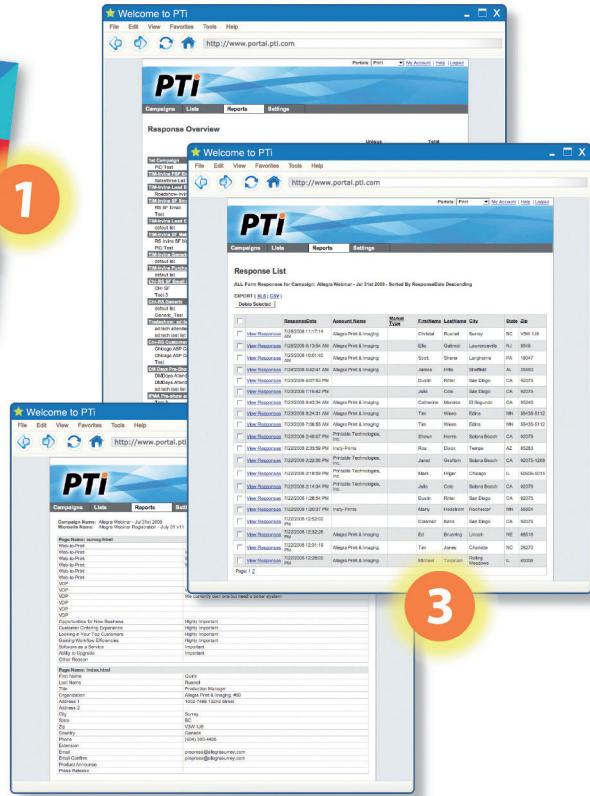
Unleash the power of personalization with unique microsites to schedule training or for promotional registrations and surveys. Include personalized Flash movies for the ultimate online experience.

### **UNPARALLELED \$995 PRICING WITH UNLIMITED PERSONAL URLS**

Providing a full breadth of versatile features including flexible input controls and response notifications, sophisticated reporting, and custom HTML support, you can effectively create powerful 1 to 1 cross media campaigns at an affordable price

### **REAL TRACKING CAPABILITIES OF DIRECT MAIL CAMPAIGNS**

Personal URLs increase response rates and provide an easy method of tracking the results of direct mail campaigns. Link hits and form responses are all captured and presented in a multitude of reports to fit your needs.



**1 Personalized Promotional Piece**  
Create personalized direct mail communications that speak directly to the unique needs of your organization.

**2 Personalized Landing Page / Microsite**  
Develop tailored web pages that are designed to create a distinct user experience for each user.

**3 Real-time Comprehensive Reporting**  
Immediate notifications of web site visits and click-throughs. Detailed tracking statistical breakdowns.

FusionPro Links Features		
Pricing	\$995, \$0.00 Per URL	No cost per URL. \$500 annual maintenance fee. 1 million active URLs allowed at any given time.
Delivery Type	Served Online	Software as a Service (SaaS) requires no servers, no software to download and no internal IT resources
Training	Instructor-led online training	1 hour included with purchase with ongoing phone support as needed
Customizable Site Appearance	Per Client	Flexible design lets site reflect corporate and/or campaign branding
Role/User Permission Controls	Yes, Complex	Supports tiered access structure
List Management	On-demand List Appending	Add contact lists to live campaigns to reflect real-time acquisition of data throughout the campaign lifetime
Data Cleansing	Yes	Delete selected responses from a campaign to remove erroneous input and provide a more accurate final representation of campaign outcomes
Reporting	Pre-built & Custom	Reports provide detailed information on all system activities
International Language Support	Yes	Multilingual personalized URL support to avoid browser support limitations and assure special and foreign character data is properly maintained in the application. Confirm that valid personalized URLs are generated from that data.
Notifications	Enhanced activity notifications	Configure user types to receive email notifications and allow administrator to set response notifications based on either the first response or every click-through for a specific personalized URL