

FusionPro® Links

Web-Based Personal URL and Campaign Tracking System

FusionPro Links makes personalized direct marketing programs easy to implement, manage and document. With this vendor-hosted platform, users can create a customized online response experience with 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, your customers will get improved response rates, greater conversion of leads into prospects, and a measurable return on their marketing investment.



Personalized URL Cross-Media Solution

Move from printer to partner by helping your customers create a unique online response experience using personalized URLs. Built into direct mail or email, personalized microsites for VDP marketing campaigns provide meaningful communication and inspire action.

Robust Functionality at an Unparalleled Price

Provide a full breadth of versatile features to your customers including flexible input controls, response notifications, sophisticated reporting, and custom HTML support, to help them effectively create powerful 1-to-1 cross media campaigns at an affordable price.

Increased Direct Mail Results

Personal URLs increase response rates and provide an easy method of tracking the results of direct mail campaigns. Email notifications of click-through and microsite activities are instantly delivered to give the sales and marketing teams the edge they need to close the deal.

Maximized Digital Equipment

The use of personalized URL campaigns leads to a need for personalized printed collateral, which in turn means more print work for you and your digital production team.

Matching Your Customer's Brand 100%

Satisfy the most particular creative manager's need to precisely reflect corporate and campaign branding. Customized microsites can be built using virtually any HTML design tool.

RELATED PRODUCTS

FusionPro Expression Suite
Design and compose personalized images to drive responses for print, email, or web campaigns.

FusionPro VDP Suite
Design and compose personalized print campaigns.

Email and Mobile Solutions (provided through ExactTarget)
Create and send digital direct marketing campaigns.



1 Personalized Promotional Piece
Create personalized direct mail communications that speak directly to the unique needs of each prospect.

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 and statistical breakdowns.

FusionPro Links Features

	Features	Benefits
Pricing	Pricing \$995 and \$50/month	No cost per URL. 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. 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 supported 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.
Email 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.
Purl configuration	Either name.domain.com or domain.com/name	Allows to have personalization in the Purl in front or after the domain name.