

Custom Web Design

# PURLs and Microsites

Increase response and gather critical data about your supporters through personalized URLs (PURLs), e.g. PURL\_NAME.DrakePride.com, and individualized Web pages (microsites).

Product Code: PURL/MS



## Your Competitive Edge

As a Stelter client, you enjoy full access to these resources and benefits:

- » **Ongoing Donor Research:** Scientific insights about what works and what doesn't.
- » **Data-Driven Messaging Strategies:** Editorial content that really hits the mark and reaches out to different generations of donors and prospects.
- » **Trackable Metrics:** Measurable calls-to-action to help you determine the success of your marketing efforts.
- » **Multichannel Strategy:** Connect the dots with a fully integrated marketing approach: direct mail, Web and e-marketing.
- » **Gift Planning Attorney:** FREE telephone consultations with gift planning attorney, Johni Hays J.D.
- » **Webinars:** A curriculum of online learning opportunities for marketing and technical support.

## Key Features

- 1 PURLs include your donors' names (e.g. PURL\_NAME.DrakePride.com).
- 2 Corresponding microsites include an automated tracking system.
- 3 PURL/microsite campaigns are uniquely designed and executed. The components, content and design vary depending on your organization's specific goals.

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## Recommended Uses

Drive donors to their individualized Web pages and:

- » Elevate your annual giving, gift planning or capital campaigns by promoting the microsites and PURLs in direct mail, online and e-marketing materials.
- » Include a video, promotional offers, surveys, data-gathering forms or any number of marketing activities on the microsites.
- » Use a series of microsites that target distinct segments of your supporters.
- » Collect recipient behavioral data through an automated tracking system.
- » Easily identify individuals with a high level of interest.
- » Track which offers and messages motivated which recipients to take action.

## Custom Quotes

The uses of this technology are flexible and vary widely depending on your organization's goals and needs. Please call us for pricing for your unique PURL and microsite campaign.

## Fast Fact

PURL campaigns gather critical information about the recipients, enable automated analytical and reporting capabilities, and achieve significantly higher response rates and return on investment than conventional direct marketing campaigns.

Any pieces used to promote the PURLs and microsites (direct mail, e-marketing or online) must be contracted through The Stelter Company.