

Personalized URLs

Generate more, better leads with personalized URLs in your direct mailers

Increase the effectiveness of direct mail and Web marketing, by developing personalized cross-media campaigns easily and affordably. With the **Kodak Darwin** Software, you can create targeted direct mail campaigns that include links to personal web pages (personalized URLs, or PURLs).

Readers are far more likely to read personalized direct mail. Now they can also visit personalized Web pages with the same targeted messages and images. As response rates grow, sales revenues increase. The key is **Kodak Darwin** Software—easy to- use software for creating variable-data publishing (VDP) campaigns integrated with **MindFire LookWho'sClicking** or Indros Group **Easy Personalized URLs**, both leading PURL engine providers.

Why choose VDP?

- Improved responses: VDP campaigns generate as much as 500% more response
- Greater sales: VDP campaigns attract and motivate buyers
- Repeat sales: VDP sends an effective message to bring back previous customers
- Economical: each printed page delivers a higher ROI
- Unique and compelling message: attract more customers with meaningful, personalized content
- Measure your success: URL hits let you track the success of your direct mail campaign

Why choose Kodak Darwin Software?

- Fast, easy to use VDP generation
- Anything can be variable: text, images, color, charts, barcodes, personalized images, PURLs, backgrounds, and layouts
- Integrates with standard layout tools (**QuarkXPress** and **Adobe InDesign** Software)
- Available for **Microsoft Windows** and **Mac OS** Operating Systems

Increase the power of a VDP campaign with personalized Web pages

Imagine you're a marketing executive trying to reach the elusive market of print-industry professionals. Your strategy: to create a personalized VDP-based promotion that demonstrates the power of personalized print. Your printed promotion will include personalized messaging and personal images. Better yet, you'll support it with individual Web pages with personal URLs (PURLs).

You can do it all with **Kodak Darwin** Software: you can customize the messaging, the designs and the images on each printed copy—and you draw readers to custom Web pages that extend the campaign. By using personalized URLs, you can track your campaign's success, and with unique, personalized landing pages you can entice readers with targeted offers.

Your prospects will respond to messages and images that fit their personality profiles—and by including a response mechanism and/or special offer, you can qualify a prospect or even close more sales!



Use Kodak Darwin Software and PURLS in a personalized print-and-Web campaign

Step 1

Intrigue the prospect with the many ways you can personalize a message

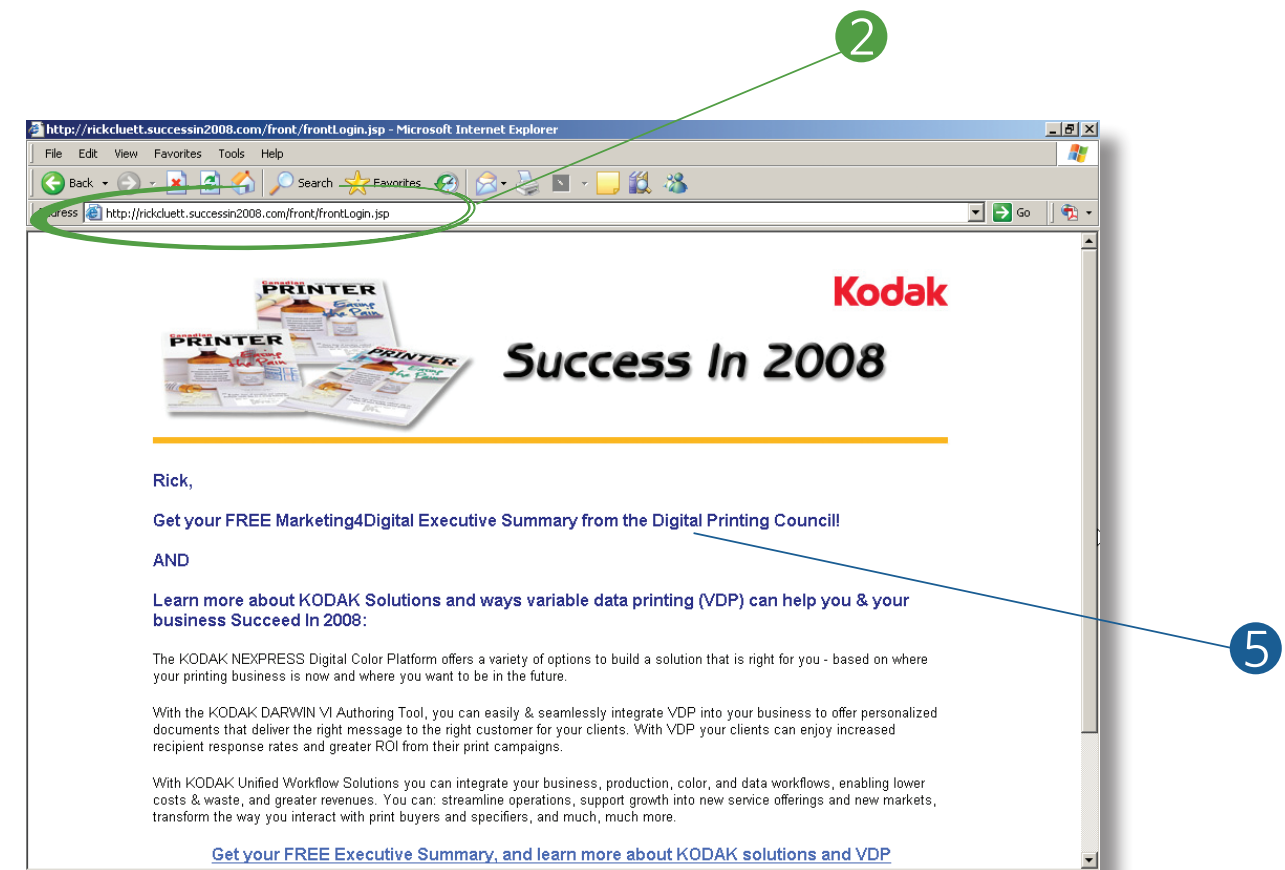
They'll be curious to see all the customized elements. If they want to know more, they'll visit their personal Web page.



Step 2

Extend the campaign on the personalized Web page

Each recipient's personal URL leads to their personal landing page, with a personal greeting and more details that build on the printed mailer.



Personalized URLs:

- 1 Your PURL leads to your personalized website (using MindFire technology)
- 2 The personalized URL is unique for each recipient

Variable text:

- 1 The "buzzwords" on the pills are matched to your business
- 2 Your name's on the bottle—and the text is designed and curved to fit the label
- 3 The pill bottle's label varies, based on rules that combine your name and a set of key messages. The
- 4 Hospital name and address is located near you.
- 5 Provide a unique offer that reflects the recipients buying needs

Variable color:

- 1 The color of the headline changes to match the colors in the background image

Variable photos:

- 1 The background image is selected, from 13 images, to suit your industry

For the latest product specifications, or to download a demo version of the Kodak Darwin Software, please go to www.graphics.kodak.com/darwin
For sales assistance, please contact your local representative.

www.easypurl.com
www.mindfireinc.com

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