

## FREQUENTLY ASKED QUESTIONS about CDI Automated Marketing



### What is a Landing Page?

A Landing Page is a special type of web page that allows your prospects to respond online to direct mail or email. When you include a Landing Page response option, your prospects have a convenient online alternative to traditional response methods like call centers and business reply cards, which can be costly and/or slow and inefficient.

### How do my customers or prospects access my Landing Page?

Your prospects access the Landing Page by entering a URL (a web address) provided on the mail piece. This URL can be customized to each mail recipient (e.g., JohnSample.MyOnlineReply.com). Customized URL's (cURLs™) invite each mail recipient to their own "private screening" of your product or service. Or you simply invite them to learn more on their own terms.

### How do Landing Pages work?

Landing Pages (or microsites) can work in many different ways. One example is as follows:

- 1 An email or direct mail piece invites the prospect to visit the Landing Page.
- 2 The Landing or Welcome Page entices the prospect to register or find out more information about the offer, product, or service.
- 3 The Questionnaire Page captures information relative to a specific campaign. Based on the prospect's answers, a lead can be distributed to the appropriate interaction center for a follow-up call.
- 4 The Registration Page captures or confirms profile information about the prospect (e.g., address, phone, email).
- 5 A Thank You Page is then displayed to the prospect where more information about the product or service is available (e.g. white papers, online product demonstrations, and so on).



*Each step of the process is carefully tracked in order to monitor the response rate of the channel, the click-through rate of the questionnaire and the conversion rate of the leads.*

### Why don't I just use my Corporate website as the 'Landing Page'?

CDI Automated Marketing is highly flexible. Test campaigns can easily and quickly be built, measured and modified -- with a fraction of the overhead and time it takes to develop or change your 'corporate' web site.

Microsites and Landing Pages can be implemented easily, without the one-size-fits-all approach of a corporate web site and WITHOUT the need to involve your corporate IT department.

### **When my prospects arrive at the Landing Page, what do they see?**

When your prospects arrive at a campaign Landing Page, they will see a page that incorporates your brand identifiers, your campaign creative, and offer-specific messaging.

#### **When prospects visit your Landing Page, they can:**



- See details on your product or offer
- Enter or confirm contact information
- Request more information
- Make a purchase
- Sign up for additional offers, email notices, or newsletters

### **How does a Landing Page, or Microsite, increase the effectiveness of my traditional direct marketing?**

The benefits of a Landing Page are numerous. For example, a Landing Page in conjunction with a direct mail campaign now makes it possible to quickly generate sales leads for a new product launch. As prospects receive the direct mail piece, they can conveniently respond to the offer online.

Since the campaign results are made available as prospects respond, in real time, you are able to monitor all aspects of the Landing Page, adjusting messaging, content and creative as needed to improve response.

#### **Additionally, an Automated Marketing Campaign can help you:**



- Set marketing triggers to flag important responder preferences
- Profile responders based upon their preferences and obtain key qualifying information
- Segment responders and provide them with a more personalized relevant online experience
- Activate responders to begin a self-serve transaction, request dialogue with a company representative, or request further information be sent
- Track & manage results in real time
- Generate powerful reports - gaining insight into the effectiveness of your campaign
- Track results by individual responder, visitor profile, or any other criteria
- Route leads to the appropriate representative via multiple communications platforms, including CRM, email, cell phone and pager
- Launch follow-up activity or an entirely new campaign

**Will I need to get my IT Department involved?**



NO. Not unless you want to. Custom Direct's solution encompasses an entirely web-based application, combined with our marketing expertise and a combination of powerful 'campaign blueprints' to create, execute and measure email, print and web-based campaigns. There are NO 90-day lead times or 120-day waiting periods.

The key to the success of automated marketing is your ability to SPEED UP your time-to-market while efficiently and affordably being able to TEST, RETEST and LEARN as you apply your cumulative marketing knowledge in real time.

**What if I need to involve my IT and Creative/Branding departments in the campaign?**



If you do want to involve your IT and Creative departments, Custom Direct can easily incorporate your data, branding and other internal requirements into our Automated Marketing solution. The look and graphics for all landing pages would be harmonized with your corporate image branding.

LookWho'sClicking software incorporates an Application Programming Interface v2.0 which is intended to support integration with systems like CRM and sales force automation (SFA), web-to-print applications, job ticketing and other workflow systems.

**Do I need to purchase any Hardware or Software?**



No. Custom Direct has licensed the web-based software platform and is a value-added reseller of the LookWho'sClicking® solution powered by Mindfire, Inc.



**QUESTIONS?**

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