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Cross-Channel Personalized URL Campaign: Adkisson Consultants

A Case Study by bopi

Project: "What Am I Worth?"

Client: Adkisson Consultants

Vertical Market: Human Resources/Staffing - Medical

Business Application: Direct Marketing/Leads Generation

With the need to reach and communicate with a strict segmented audience of emergency medical professionals, Adkisson Consultants used a cross-channel direct marketing campaign called "What am I worth?" The campaign used Personalized URL (PURL) technology as the driver for warm information and sales leads based on the responses generated. The resulting response rate due to the campaign produced an increase of 65 times their previous direct mail only campaigns.

Program Objectives

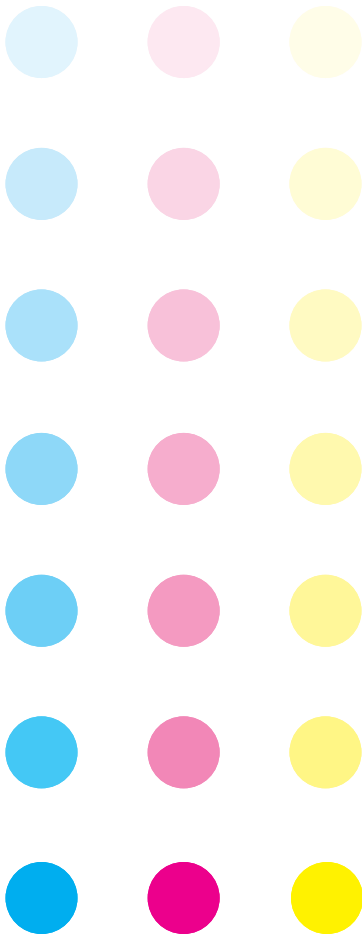
- Higher response rate due to innovative direct marketing tools
- Gather more information pertinent for warm sales leads
- Create a two way dialogue using information as incentive
- Quicker response time

Significant Results Reported By User

- Increased response rate 65 times the previous direct mail only campaigns
- Instantaneous reporting of the campaign success and movement through the process
- Additional emergency medical professions not in outgoing database elicited from word-of-mouth advertising visiting as guests
- Data collection allowing for follow-up on opportunities down the road.

Description

Previously low response rates due to direct mail only campaigns caused Adkisson Consultants to venture into a new way of generating warm information and sales leads, as well as response



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rates through direct marketing. This new innovative solution presented by BOPI, a solutions based direct marketing firm, combined the efforts of personalized direct mail pieces and PURL technology to induce greater response from a narrowed segment of 5,000 emergency medical professionals.

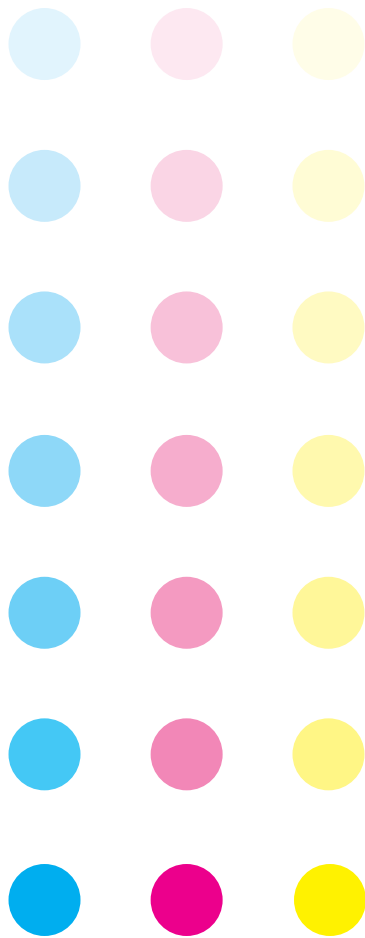
Entitled "What am I worth?," the campaign's main goal was to identify professionals that expressed interest in relocation for higher potential salaries. The backbone of the campaign started with a direct mail piece that operated with a theme of greed, an incentive for salary information, and variable data printing to drive enough curiosity to a personalized portal (PURL) that the solution provided.

While in the process of printing these variable direct mail pieces, the individual PURLs were developed in a means that continued the consistency of the overall theme, two-way communication, and an incentive (based on specific triggers of the responders). Once the individual emergency medical professionals visited their own PURLs, they were directed through a straightforward 4 step process.

The PURLs were tailored individually to each professional (e.g. firstnamelastname.whatishouldbepaid.com). Also, a guest page was developed in the case that word-of-mouth advertising drove additional professionals to this site (by reasons of the salary information incentive).

A welcome page was the initial display that each professional was shown when they visited their own PURL. It communicated the same message, theme, and promise of incentive from the direct mail piece. The next step was a questionnaire, asking them their current preferences and salary distributions for potential job relocation within their field. In total, there were 6 multiple choice questions as a means of determining greater depth in their interest for relocation. Upon completion of the survey, a simple updating of contact information was all that was required in order to receive their incentive. The professional then moved to a thank you page, indicating that their incentive would then be sent to them via email.

All of the respondent's data was simultaneously gathered in an interface that could be accessed at any point in the campaign timeline. The interface allowed reporting features that produced data sets based on particular values of information and flow



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diagrams of respondent's movement through the PURL. Also, trigger emails were automatically sent to the correct Adkisson personnel once the next additional respondent completed the survey. The power and speed of these trigger emails allowed their sales staff the appropriate framework for administering the correct potential placement for these emergency medical professionals, in a timely fashion.

Since the initial implementation of this campaign in January, 2008, Adkisson has experienced an increased efficiency from their previous direct mail only campaigns. The success of this preliminary campaign has prompted them to expand this type of direct marketing strategy over the course all their searches.

Client	Adkisson Consultants www.wefinddocs.com Adkisson Consultants is a job recruiter and placement service for healthcare providers headquartered in Bloomington, Illinois.
Service Provider	BOPI www.bopi.com Headquartered in Bloomington, Illinois, BOPI is an innovative firm that engages organizations in a consultative process resulting in the implementation of 21st century solutions that deliver improved communications performance. BOPI's clients enjoy deeper and more personalized relationships with their customers while optimizing their allocation of resources.
Hardware	HP Indigo Digital Presses
Software	Mindfire's LookWho'sClicking Solution
Target Users	Emergency Medical Field Professionals
Distribution	5,000 direct mail pieces were sent out to top medical professionals nationwide
Date	January, 2008 – February, 2008