



**Personal URLs with**  
**purl-it™**

With MLI's purl-it™, you can create Personal URLs (PURLs) to use in conjunction with personalized direct mail pieces that invite prospects and clients to their own unique, interactive micro website. PURLs invite each mail recipient to their own personal viewing of your product or service, or can just simply encourage them to find out more, in their own time.

This 1-1 media allows organizations to specifically target market segments and individuals with the most relevant messages and offers. PURL campaigns achieve higher ROI and compliment direct mail and conventional printing. They allow you to collect customer trends and enable automated re-contact and better sales prospecting capabilities.

MLI's purl-it™ can track results by individual responder, visitor profile or other criteria. For an economic means of dynamic communication with customers and to make the most of your marketing efforts...just purl-it™.