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**Direct Marketing Software using Personal URLs**

*Personal URL (PURLs) can be used to increase response rates on email and direct mail marketing. Direct marketing software is changing everyday and Purlblitz allows you to use personalized text, audio and video on the landing pages.*

THORNTON, CO, October 09, 2008 **/24-7PressRelease/** -- By combining direct marketing software with personal URL, you can definitely give your business the push that will propel your it to new heights. Most businesses use direct mail campaigns to widen the range of their customers and usually these direct mail campaigns lead all the recipients to the same company website. This is simply not enough to spur the recipients to take action and buy your products.

Today, the audience around the world is proficient in handling the Internet. Inviting them to the same company website is not going to generate a lot of interest. Personalized URLs (PURLs) are an excellent means to entice people into buying your products. A Personalized URL refers to a web address that bears the name of the recipient. You can incorporate personalized URLs in your direct mail campaigns to increase your chances of getting prospective clients.

You can include PURLs as one of the channels for recipients to respond. For each PURL you can allot targeted VIP landing pages or personalized pages. These dynamic landing pages convey exactly what the recipient wanted to know. This way, the recipient of the direct email is certainly going to show more interest and he is going stay in that web page for longer periods of time. Thus, you can make the recipient aware of all the things about your business that you intended to. Personal URLs help you to attract the audience. It will supply leads and prospects to your business that you need in the down economy.

This will help you in a great way when it comes to increasing the customer base of your business. You can project the sales of your business much better and know what potential customers are looking for when they stay on your business websites. You can understand the general behavioural patterns of customers. This will enable you to modify your website to suit the needs of the visitors. Performing such a customization will allow the visitors to find what they are searching for quite easily and this increases the chance of these visitors becoming your clients.