



PGi And Boingnet: Using Purl Marketing To Bridge The Gap Between Print And Digital Marketing

PGi is the world's largest dedicated provider of collaboration software and services. For more than 20 years, our broad portfolio of products has served the end-to-end collaboration needs of enterprises. Accessible anywhere, anytime and on any device, PGi's award-winning collaboration solutions drive productivity and teamwork for approximately 50,000 customers around the world. To learn more, visit us at pgi.com.



The Challenge: Combining Outbound with Inbound Marketing

Prior to engaging with Boingnet, PGi was running a series of direct mail programs geared towards driving and nurturing leads to populate their pipeline. While visually consistent and engaging, the program did not drive to a landing page or microsite, which limited their ability to track their campaigns' effectiveness.

Direct Mail Marketing Builds Lead Funnels

PGi's goal for their campaigns was twofold. The first was to drive leads by offering premium downloadable content to potential prospects. The second was to evolve their perception in the marketplace as a technology provider into more of a technology thought leader that empowers people all over the world to convene in more efficient and productive ways.

PGi knew they wanted to add a digital component to their program that could track the success of their print and online endeavors, and that personalized URLs (pURLs) would be the ideal solution for them. They also knew that pURLs would enable them to leverage direct mail, email, and even SMS as

channels to drive prospects to personalized landing pages where highly targeted content could convince them to take a desired call to action.

The Solution

When PGi set out to find a partner, they were searching for a company that could not only provide pURLs, but also one that could help them develop and implement a content marketing program with variable-data driven landing pages that could track the engagement and success of their direct mail campaigns. Knowing that Boingnet's Lightweight Marketing Software would allow them to do just that, and that Boingnet also offers expert front and back end development services, PGi approached the Lightweight Marketing Automation company to help them take their marketing campaigns to the next level.

2 out of 3 consumers prefer personalized communications over non-customized mass communications¹

"We could not be more pleased with the results. Not only did we use Boingnet software to create pURLs for our print and digital programs, but Boingnet's design and development services team also helped to build variable data-driven landing pages complete with pre-filled forms and a design that mirrored our existing creative. For anyone who wants to implement a truly integrated multi-channel marketing program, Boingnet is the partner for you."

— Cynthia Roberson
PGi Marketing Manager



The Results: pURL Marketing Delivers Better ROI

Boingnet and PGI worked together to implement seven marketing campaigns over the course of a year. Each landing page took advantage of Boingnet's forms to pre-fill customer data, a tactic that can greatly increase conversion rates. In addition, all pURLs and landing pages were designed and implemented by Boingnet to visually align with each piece of direct mail creative. Each landing page also featured a premium piece of content (eBooks, videos, etc.) to entice downloads, including a \$25 REI gift card offer for any prospects willing to take a meeting with a PGI account representative.

Data-driven Personalization Increases ROI by 15%

To date, campaign results are too early to tell. But according to recent studies, PGI can expect the addition of pURLs to drive conversion rates of up to 20%! And by directing thought leadership traffic to personalized landing pages with pre-filled forms gating premium content, PGI can expect the quantity and quality of their marketing-driven leads to improve exponentially. All the while, PGI continues to build on their thought leadership presence in the marketplace by drastically increasing the reach and accessibility of their industry content.

PERSONALIZATION BY THE NUMBERS

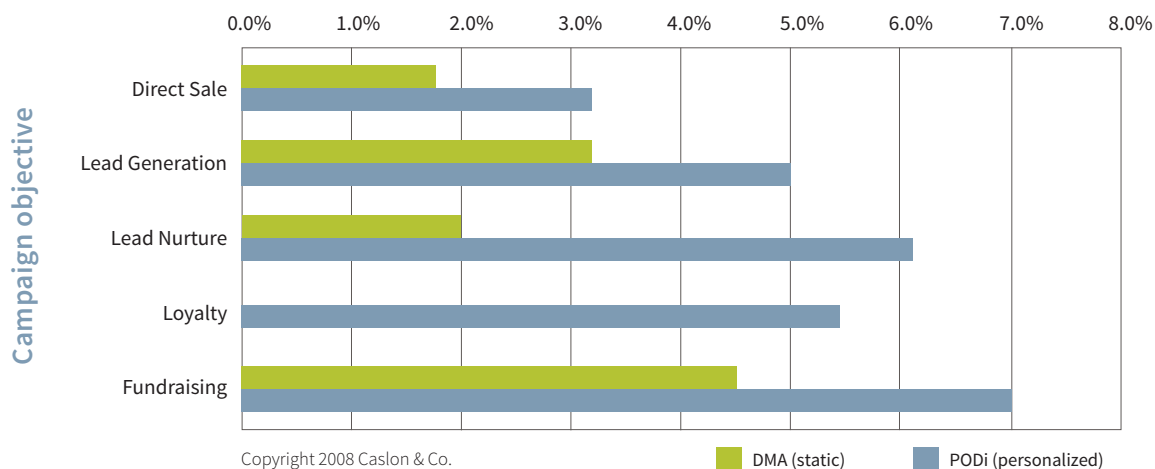
-  74% of marketers say personalization increases engagementⁱⁱ
-  86% of consumers say personalization impacts their buying decisionsⁱⁱⁱ
-  Data-driven personalization increases ROI by over 15%^{iv}

About Boingnet

Boingnet combines cutting edge marketing automation with powerful pURL technology. Our unique platform leverages your data to create deeply personalized multi-channel marketing campaigns that optimize results from both print and digital channels. Marketing teams, agencies and non-profits can set up mobile-friendly, responsive pURLs in minutes using pages and forms stored in Boingnet's libraries.

Typical response rates, static and personalized campaigns

(Data source: Caslon analysis of PODi and DMA data)



ⁱ<http://www.jacobsclevenger.com/blog/best-practices-for-personalizing-direct-mail/>

ⁱⁱ<https://econsultancy.com/reports/the-realities-of-online-personalisation-report>

ⁱⁱⁱ<https://www.infosys.com/newsroom/press-releases/Documents/genome-research-report.pdf>

^{iv}<http://www.mckinseyonmarketingandsales.com/>