

Boingnet Audiences™

Boingnet Audiences™ delivers the online response tracking and personalization of traditional direct mail PURL campaigns, while using your existing landing, web, or e-commerce pages.

Think of Google Analytics™ for direct mail, with easy to add personalization.

Get the direct mail to online tracking and personalization that you need, without building new landing pages with Boingnet Audiences™

Setup

Simple, wizard based campaign setup & deployment

STEP 1

Specify Landing Page

[your-domain.com](#)

STEP 2

Set Goal URLs

[your-domain.com/thankyou](#)

STEP 3

Generate PURLs

[smith123.any-domain.com](#)

Personalization

- Choose variable data
- Build variable logic
- Insert into pages

Variable Data Inserts

variable data	variable logic	code
Click to copy to clipboard		
%pURL%	%VarField1%	%VarField18%
%FirstName%	%VarField2%	%VarField19%
%LastName%	%VarField3%	%VarField20%
%Email%	%VarField4%	%VarField21%
%Address%	%VarField5%	%VarField22%
%Address2%	%VarField6%	%VarField23%
%City%	%VarField7%	%VarField24%
%State%	%VarField8%	%VarField25%
%Zip%	%VarField9%	%VarField26%

Variable Logic

variable data	variable logic	code
Build variable logic then copy to clipboard		
IF %State%	EQUALS	MA
AND OR		
IF %State%	EQUALS	CT
+		

Tracking

- Industry standard JavaScript code
- Copy & paste onto web pages
- Track campaign targets across pages

```
<script type="text/javascript">
var rc = new RegExp('\_bn_d=([^\;]+)');
var rq = new RegExp('[?]_bn_d=([^\&#]*)', 'i');
var aq = rq.exec(window.location.href);
if (aq != null) a=aq;
else var ac = rc.exec(document.cookie);
if (ac != null) a=ac;
if (a != null) {
var _bn_d = a[1];
(function() {
var bn = document.createElement('script'); bn.type = 'text/javascript'; bn.async = true;
bn.src = ('https:' == document.location.protocol ? 'https://staging' : 'http://staging')
+ '.boingnet.com/bnDataEmbed.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(bn, s);
})();
}
</script>
```

Reporting

- Behavioral analysis
- Data driven segmentation
- Page level reporting
- Goal tracking

