

COLUMNS

How coupling QR codes with PURLs can increase response rate

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QR codes offer a number of benefits for marketers. One of the most important is the ability to tie together the print, mobile and Web channels to increase the response rates on multichannel marketing efforts.

Since QR codes make it easy for people to jump from print to the Web, this intelligent tool can add to the success of your personalized URL (PURL) campaigns, too.

QR codes have the ability to lower the barriers often surrounding customer response which, in turn, leads to an increase in overall campaign response rate.

Here are several benefits that can be easily achieved by coupling QR codes with PURLs to boost the effectiveness of your marketing campaigns:

Providing one-to-one communication

PURLs can be embedded right into QR codes, so when a customer or prospect scans the code she is taken directly to her personalized landing page.

Once a recipient is at that personalized page, you have the opportunity to engage her and have a one-on-one dialogue.

Making it easy to respond

QR codes make PURLs portable. They allow the recipient to access each individual PURL without the need to sit in front of a computer.

Because people are on the go, and many carry their phones with them at all times, this portability is ideal in increasing the response rate.

Additionally, QR codes eliminate the need for a recipient to type what may be a rather lengthy PURL into her Web browser.

By simply pressing one button on their smartphone, your prospect or customer is automatically directed to her own personalized Web site. This eliminates the chance of typos and decreases the amount of effort required by the recipient to access the information.

Tracking and measuring

Every marketer knows there is nothing more important than being able to measure the success of a campaign.

PURLs provide the ability to track which recipients visit their personalized page and, depending on the level of the PURL, gather additional contact information about each individual.

Similarly, various software programs have been developed that will also record the amount of scans per day, what time those scans took place, the location of the scans, and the type of device being used to scan the code.

Together, QR codes and PURLs can provide a more complete picture of which recipients express interest and which leads are the hottest.

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QR codes will only enhance the value PURLs already bring to campaigns, becoming a logical extension of the PURLs you may already be implementing. Use them to fill the gap that other cross-marketing tools cannot.

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