

Personalized Offer Web Pages, or POWpages, are the most innovative lead generation program ever developed — Direct Mail-to-Web marketing!

POWpages, also known as Personalized URL's, have the power of a fully personalized direct mail piece (See # 1) that has a unique web address that includes the recipient's name. When the recipient visits the site, they are greeted with a personalized website (See # 2) where a key product, service or offer is presented.

Once a prospect hits the site — we track and report every action they take. Because we use the same mailing list to generate the direct mail pieces and to personalize the web pages, we can identify every visitor to your site by name.

This is what really separates POWpages from your typical "web page" hit reports you might get from Google or other web reporting programs. They can tell you how many people hit your site — but they CAN'T tell you who they are! **WE CAN!**



Our web-based reporting system (See # 3) provides real-time data on:

- How many unique visitors hit the site
- Where he/she clicked on the site
- Visitors who specifically asked to be contacted for more information

The combined power of targeted, personalized direct mail with a personalized web site and back-end reporting will provide you with a consistent flow of qualified prospects — prospects who often don't reply to traditional direct mail offers.

We've created POWpages for virtually every industry. So, whether you're looking to drive sales or recruit new employees — POWpages provide you a new, and innovative way to reach your goals.