



CHECKLIST FOR PUTTING TOGETHER A SUCCESSFUL MULTI-CHANNEL CAMPAIGN WITH PERSONALIZED URLs & MICROSITE

- Customer provides H.O.T. with mailing list/data base, either their own or H.O.T. can assist in acquiring a mailing list based on targeted demographics.
- Customer makes sure data base is cleaned and tagged correctly to match the variable data personalization content for both printed piece and Microsite.
- Customer acquires C-name from their website administrator, takes about 72 hours before address is active. Visit <http://h-o-tgraphics.com>, click on **Support** link, download *PURL Configuration Guide* so your administrator can point PURL link to correct location on the server.
- Customer decides how PURL address will be set up, i.e. First & Last Name, Company Name, First Name only, Last Name only, etc. See *PURL Configuration Guide* for additional information.
- Will the personalization come before or after the URL, i.e. <http://<FirstName><LastName>.C-name.YourWebsite.com> OR <http://C-name.YourWebsite.com/<FirstName><LastName>>. See *PURL Configuration Guide* for additional information.
- H.O.T. runs data base through powerful software to generate PURL addresses.
- H.O.T. sets up customer portal on server. For a demo, visit <http://fplinks.printable.com>. Login: demo@h-o-tgraphics.com Password: demo.
- Customer to create their HTML-ready Microsite. Visit <http://h-o-tgraphics.com>, click on **Support** link, download *Microsite Creation Guide*.
- If customer cannot create HTML, H.O.T. can convert at additional cost.
- H.O.T. shows customer how to upload HTML-ready Microsite to personalized portal.
- Customer tests Microsite. See *Microsite Creation Guide* for instructions.
- Customer confirms to H.O.T. that Microsite has been tested and is ready to launch.
- Customer to create direct mail piece. If you would like to add dimensional texture, visit <http://h-o-tgraphics.com>, click on **Support** link, download *NexPress Dimensional Setup Instructions*.

- If using mail indicia, H.O.T. to run mailing list through CASS, NCOA, sort, etc. This is not necessary if you will be applying first class stamps.
- H.O.T. prepress merges PURL assigned & sorted mailing list with direct mail piece artwork files, which generates all variable data personalized areas.
- H.O.T. prints NexProof for customer approval.
- H.O.T. prints direct mail piece.
- H.O.T. activates campaign on server, and hosts for 60 to 90 days.
- H.O.T. sorts, trays and delivers printed direct mail piece to post office.
- The customer campaign administrator is notified immediately by email as soon as someone visits their PURL, see sample below:

Form Response for: UpdateInfo.html	
Name	Cindy Hauff
Company	Grimalkin Studios
Address	2552 Broadway
City	Toledo
State	OH
Zip Code	43609
Phone	419-242-7000
Email Address	cindyhauff@bex.net
Attending Party	Yes

- Customer can access personalized portal round-the-clock to review reports and download excel files of reports.
- Customer follows through with follow-up contact through additional mailings, email campaigns (try free for 30 days at <http://hot.onmarketer.com>), SMS marketing, phone calls, or personal contact.