



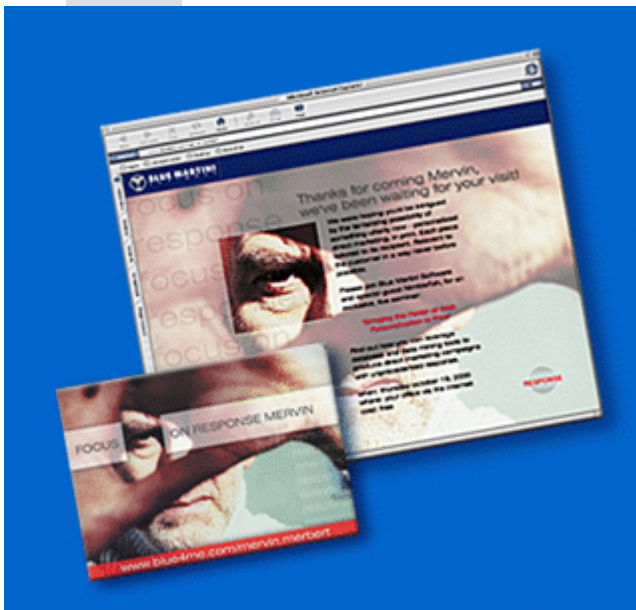
PROJECT: *BLUE MARTINI WEBINAR RECRUITMENT*
Segment: Direct Marketing: Lead Generation

Program objectives

- Recruit candidates for Web-based seminar.

Significant results reported by user

- 250% to 350% higher registered attendee response than traditional direct mailings
- Cost-per-response was less than 40% price of traditional campaign.



Segment	Direct Marketing: Lead Generation
Participants	
Client	Blue Martini, www.bluemartini.com , a provider of customer relationship management (eCRM) applications.
Creative Agency	Nimblefish Technologies, www.nimblefish.com , provides software and services that enable large corporate customers to integrate individualized marketing including personalized imagery and messaging across media.
Program	
Target Audience	Prospective Webinar attendees.
Description	<p>An individualized direct mail piece that included a personalized URL (PURL™) was sent to prospective Webinar (Web-based seminar) attendees. The direct mail piece featured a customized messaging and a high-impact presentation of the customer's name overlaid on top of a partially transparent image.</p> <p>The personalized Web page tied in with the direct mailer by featuring similar images and featuring the prospect's name.</p>



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