

A hand on the left holds a magnifying glass with a black handle. The lens is focused on the text. The background is a vibrant field of yellow daisy-like flowers in the foreground, with a bright sun in the upper right corner creating a lens flare effect against a blue sky with scattered white clouds.

Relevance Drives  
**Revenue**

Opportunity™  
KNOCKS

Targeted Postcard Marketing

# How does the PURL system drive instant leads?

## STEP 1 - Personalized Postcard

People simply respond better when addressed by name and with a message tailored specifically to them. Our full service system launches your lead generation postcards armed with personalization, two sided full color, UV protective coating and postage included. You do absolutely nothing!



Personalized Postcard

## STEP 2 - Drive Prospects Online

According to a 2011 Direct Marketing Association study, 71% of direct mail recipients prefer to respond online. Your PURL Postcard System comes standard with a personalized web page linked to the personalized postcard making it easy for your prospects to respond so you instantly convert leads to appointments and appointments to sales.

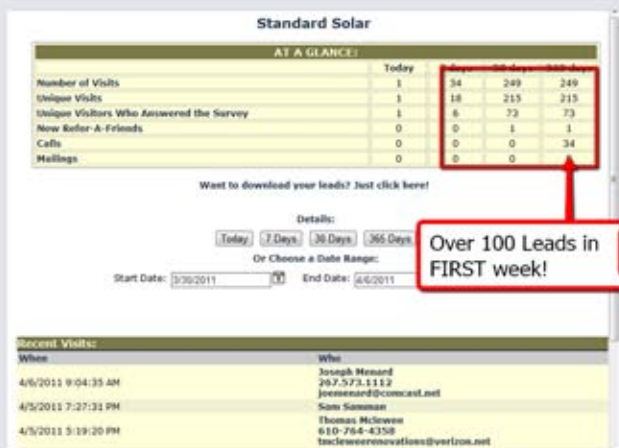


Personalized Webpage

## STEP 3 - Track Your Results

With our Results Dash board, get detailed, measurable results on your campaign. Accessible on the web in real time. You'll know how many of your targeted prospects visited the landing page; you'll have details for each survey respondent and even have access to audio recordings of all inbound calls generated by the campaign.

Tracking Platform



# The Opportunity Knocks Targeted PURL Postcard System

*Combine the effectiveness of laser-focused direct mail with the efficiency of the internet to drive higher response rates and deliver a measurable return on your marketing investment!*



## **Pick Your Prospects**

Use profiling to identify prospects who have the highest likelihood of buying your product or service in the near future.



## **Design a Custom Campaign**

Get results with a campaign our team of professionals designs especially for you.



## **Print & Mail with Ease**

Place an order for 100 or more and, in as little as 48 hours, we'll digitally print brilliant two-sided, full-color laminated postcards that include each recipient's first name, your customized headline and first-class postage!



## **Interact on the Internet**

Build relationships and interact with prospects through personalized web pages that collect valuable information in a simple, non-threatening way.



## **Stay on Track**

Track every marketing dollar you spend via web responses and phone calls, and make immediate adjustments as needed.

Call and ask us  
about FREE leads!  
**866.319.7109**

## **The results speak for themselves!**

- **Higher response rates.**  
Direct mail and web personalization lead curious prospects to go online and respond to premiums, incentives and offers almost immediately.
- **Increased effectiveness and efficiency.**  
Time-sensitive fulfillment enables you to contact your most likely prospects at the times when they are most likely to buy.
- **Invaluable information.**  
Personalized web pages garner impressive amounts of pre-qualifying data and information, telling you precisely what you need to know to customize your follow-up strategy and turn prospects into customers.
- **Measurable ROI.**  
Real-time online reporting tools allow you to measure results and quickly make adjustments to your campaign, if necessary.

[www.OppKnocksPostcards.com](http://www.OppKnocksPostcards.com)