

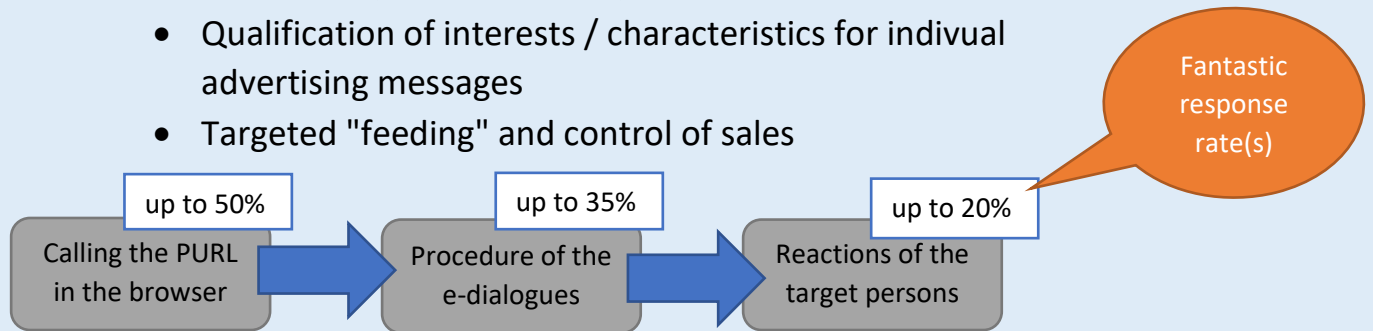
This is what the e-Dialog with PURL offers:

- A unique online dialouge: multilevel – emotional – multisensory
- The most demanding character
- By connecting the name with an URL



Use/purpose:

- Fast and secure opt-in solicitation
- Interactive presentation of products / services
- Qualification of interests / characteristics for individual advertising messages
- Targeted "feeding" and control of sales



Average results e-Dialogs (absolute numbers - based on 100 recipients)

It is intended for

- Companies that
 - create a perfect bridge between off- + online world
 - want to use personalized and individualized customer approach,
 - want to increase traffic to your web shop/website,
 - attach importance to lead qualification and lead management
 - want to re-activate their existing customers



This is your advantage - e-dialogues...

- ...playfully inspire interested parties
- ... work on all media (laptop, tablet, smartphone)
- ... have exceptionally low scattering losses
- ... are possible for all languages and characters
- ➔ ... thus ensure budget efficiency and high interaction with customers/interested parties



Sketch of a project process

internal flow



external flow

