



June 8, 2011

## ProList Joins USPS for Summer Sale!

### Free QR Codes, Postage Discounts! It's Hot Out There!

**ProList, Inc. is an Industry Innovator** in data management and direct mail services solutions.



Not to be outdone by the US Postal Service's 2011 Summer Sale for mobile barcodes, barcodes, ProList announces their summer sale: **Free personalized QR codes and landing pages.**

The USPS will give you a discount for using a QR code...ProList will make sure you do it right! Add personalized QR codes to your mailings, along with the landing pages you need to make them work – web and mobile – for FREE in your July and August mailings.

The Postal Service really does want to stay relevant, and by encouraging mailers to use technology that links their mail to other channels they hope to boost their hipness level. Mail with 2-D barcodes will qualify for a 3% discount on postage if mailed during July or August this year. Given the growing popularity of mobile devices, they may have hit upon something here.

The QR code is far and away the most popular 2-D code being used today. It is most typically used as a link to a web or mobile page, or a video posted online. Creating a QR code is not very difficult, but creating an effective campaign using QR codes is a little more challenging. [Click here](#) to read more about misused QR codes.

Of course you can create a QR code for your corporate home page, print it on your letterhead, and – voila! – you get a 3% postage discount. But you'll really be missing the point of the sale – to make your mail more relevant by providing a link to another channel.

**Quality Service Guaranteed!**



At ProList, we wrote the book on QR codes (seriously - you can read it [here](#).) As easily as you can print that static code in your letterhead, we can create a unique QR code for each piece you mail, and identify who came to the site. Since we know who is visiting your site based on their QR code, we can also prepopulate it so all they need to do is say "Yes!"

On any project you have mailing in July or August just say the word and we'll juice up your mailing for free. Here's what we'll provide:

- Create a Personal URL (PURL) for each record in the mailing, along with an associated QR code.
- Create one web and one mobile landing page for your effort using your branding art.
- Provide a web-based tracking report on everyone who hits your landing page – who hit it when, whether they were using a mobile device or the web, and more..

Wow! The Postal Service gives you a postage discount, and we make it matter by showing you how integrated marketing technology can make your direct marketing more effective.

Let's see...lower postage, new technology, better response and tracking, no risk... What's not to like?

There is some fine print on the USPS sale, especially if you commingle, so be sure to call us for the details.

**Contact Us Today!**

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