



Professional Association Increases Renewals Utilizing Personalized URL's

Case Study



Project: Personalized URL campaign for large professional association

Vertical Market: Professional Association

Business Application: Member Renewal Program

Business Objective:

We developed a custom solution to make **membership renewal** easier for an association's members by connecting them via Personalized URL to their annual member renewal invoices. A member can access their invoice via a Personalized URL they receive in an email we send to them, their credentials are authenticated in the background, enabling them to pay their dues directly on the association's web site. This means that the member does **NOT** need to know their user name, password and member id because our programming takes care of all that. The association has reduced the amount of printing and postage used in their typical renewal campaigns by sending reminder notices via email instead of second notice mailings. Their goal after five years of doing this is to continue to engage members in preferred ways to renew their membership so that they use the method that is easiest and most convenient for the member.

Results:

Approximately 75,000 invoices were originally mailed or emailed and five years later that number is 82,000. The campaign happens each year and in year one 15,689 or 20% viewed their invoice using the PURL and 5,836 or **7.4%** clicked through to pay their invoice. However read below to see how it has grown.

2011 results

80,922 Personalized URL's sent via email

20,935 (25.9%) of members Visited One Time

10,250 (**49%**) of site visitors clicked "Pay Invoice" button

2012 results

81,607 Personalized URL's sent via email

19,413 (23.8%) of members visited one time

9,920 (**51.1%**) of site visitors clicked "Pay Invoice" button

Campaign Architecture:

The Personalized URL is placed in the body of the email. The member renewal letter still includes a normal reply envelope and a copy of the members invoice so they can choose how they want to renew. The Personalized URL uses the members' membership number within the PURL to alleviate any confusion from members with the same name. The way we collect the data from the association is to have them download a batch file with all of the variable data components. Once files are finalized they are imaged digitally, slit, folded and placed in a #10 window envelope. Each week as invoices are prepared we also prepare an email with a Personalized URL that will go to the members at the same time. When they get the email they can login to the site for payment by using the email URL which authenticates them into the system to complete payment.

A site was designed that did a few things:

1. **Captures email addresses** for those that they do not have emails for –critical data the association can then put into the member database
2. Allows members to view their invoice via a pdf
3. A link that allows members to go directly to their invoice- from there they can update their own information

An app was developed that gives the administrative staff stats on how many people have reviewed the page and how many clicked through for payment.

Issues that we needed to solve:

We wanted to ensure that members did not have to enter their login data once the Personalized URL took them to the site. HBP worked with the association to be able to authenticate members via their Personalized URL. This makes the user experience easier and faster.

Target Audience:

Members who need to renew their membership. This is the fifth year for the program. Membership has grown by 9%.