

Smart Print Ad

Hard to measure the effectiveness of your print ad? Try these three ways to track your print marketing efforts! Enjoy the benefits of a trackable print ad.



1. Use Custom URLs

Instead of placing the normal URLs of your website pages on your print ad, you can use vanity URLs and URL shorteners to help track traffic from your print ad. These custom URLs are short and easy for users to type, and allow you to track traffic sources through Google Analytics and URL tracking tools.

TOOLS

- Google URL Builder
- Bitly
- Rebrandly
- TinyURL

- TIPS**
- Make the custom URLs short and memorable
 - Make the URL slug benefit-driven

- ✗ <https://www.company.com>
- ✗ www.company.com/page123/events80/landing
- ✓ company.com/pubname
- ✓ company.com/specialoffer

2. Use QR Codes

QR codes are bridges between your print and online media. No need to type any words – your print audience can simply scan the code through their phone and be directed to the landing page of your choice. You can measure the effectiveness through your QR-code management tools or Google Analytics.

TOOLS

- QR Code Monkey (Free)
- QR-CODES.COM (Free+Paid)
- QR-Code Generator (Free+Paid)

- TIPS**
- Create a mobile-friendly landing page for a good user experience.
 - Provide instructions on how to easily scan your QR code and insert your landing page URL, in case some people are not familiar with QR codes or are not able to scan them via their phones.

Advertise in our publication

REACH DECISION-MAKERS AND INDUSTRY LEADERS

View our media guide to explore branding opportunities. Open your camera app to scan QR code or visit company.com/specialoffer

TO LEARN MORE ABOUT OUR OFFERINGS, CONTACT:
Sales Rep Name
repname@company.com
800-880-8891 ext. 222

3. Use Unique Contacts and Phone Numbers

If your business relies heavily on phone calls to connect with leads and you have an ad placed on different print platforms, you can assign different contacts or phone numbers to track which platform brings you more leads. Then adjust your ad spending accordingly.