Techno-glossary to help you better engage with consumers.

Mobile Commerce

Mobile Commerce, also known as M-Commerce or mCommerce, is the ability to purchase items or services using a mobile device such as a smartphone. Basically, it is any transaction involving the transfer of ownership or rights to use goods and services, done from start to finish with mobile access.

Mobile Barcodes

A **QR Code**®* (Quick Response Code) typically consists of black modules arranged in a square pattern on a white background. Invented in 1994 by Denso Wave, they've since become a popular way to get consumers to interact with advertising and packaging. QR Codes provide quick access to a brand's website or other technologies (e.g., a video) via a smartphone.

Scan to visit USPS® mobile site.

Other functioning technology codes such as SnapTag™ and Microsoft® Tag let customers gain access to offers, promotions, and other information.

Digital Watermark

Digital Watermarks let you embed codes in printed images. When scanned by a smartphone, these codes can offer the consumer a variety of experiences. For example, a Digital Watermark on a paint can could give the consumer the option to see a product video, find a local store that carries it, or purchase it directly via the phone. Each image on a printed piece can have its own watermark with its own experience. To see how a Digital Watermark works, download the free Digimarc Discover™ app and scan the image shown here.

Scan using watermark app.

Mobile Optimization

"Mobile optimized" sites are designed to work with the functionality and small screen size of a smartphone. They offer simple navigation, as well as minimal design for a more fluid user experience. Mobile optimization helps ensure users stay engaged with your content.
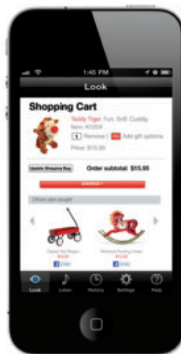
Augmented Reality

With the help of advanced Augmented Reality (AR) technology, a consumer can interact with information in the surrounding real world. For example, one app lets users point a mobile device's camera at a street sign to translate it from Spanish to English. Another app helps New Yorkers find the nearest subway. Direct Mail offers countless ways to engage consumers through AR.

Near Field Communications (NFC)

Using NFC, you can embed a chip in a Direct Mail piece that provides an interactive experience for consumers with an NFC-enabled phone. By holding the phone over the mailpiece, the user can engage with the content.

PURLs

A Personalized Uniform Resource Locator (or PURL) is a URL that can be personalized for each specific user of a website. PURLs are commonly used by marketers to attract customers through personalized attention and track response rates.

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Typically, a PURL is a URL that includes the consumer's name. When they access the PURL, they commonly see a personalized message and content.

Digital Printing

Digital Printing uses customer data to create custom images, copy, and offers. It allows you to personalize your Direct Mail to each individual recipient – making it more relevant and appealing. For example, a sports apparel company could send catalogs that show a recipient's name on the back of a football jersey. Digital Printing is also great for on-demand printing (digital files are stored and printed as you need them), as well as short-turnaround projects.

3D Printing

3D printing is another printing technique used to give your mailpiece an edge over others. This is where you might use multiple layers to simulate the roots of a tree, making them appear to bulge from your mailing. You could also use raised lettering to emphasize a word or words on a mailpiece.