

Easypurl Unveils Next-Generation Campaign Platform: From Idea to Launch in Minutes

The new Easypurl Campaign Platform empowers marketers to launch personalized, omnichannel campaigns in minutes—delivering speed, simplicity, and enterprise-level power in one unified solution.



New York City, New York Oct 28, 2025 ([Issuewire.com](https://www.issuewire.com)) - Easypurl today announced the launch of its new **Campaign Platform**, a transformative solution designed to help marketers accelerate campaign deployment, unify omnichannel execution, and deliver true one-to-one personalization at scale.

In an era where marketers face increasing pressure to deliver faster, more personalized, and more coordinated campaigns across multiple channels, the Easypurl Platform provides a breakthrough. It enables marketing teams to move from concept to fully launched campaigns in minutes—without IT dependencies or juggling multiple tools.

Speed to Market: From Concept to Campaign in Minutes

The new Easypurl Platform redefines campaign agility. With its streamlined workflows and intuitive design, marketers can quickly launch campaigns that might otherwise take weeks.

“Marketers don’t have time to wait for IT or manage multiple disconnected systems,” said Tej Kohli, CEO and Founder of Easypurl. “Our platform puts everything in one place so campaigns launch faster, easier, and with more precision.”

The **Campaign Wizard** lies at the heart of this speed-to-market advantage. Built for both new marketers and seasoned strategists, the wizard delivers:

- **Ease for beginners** with guided workflows, smart defaults, and in-platform support.
- **Depth for advanced users** with sophisticated targeting, personalization rules, and enterprise-grade orchestration.

This eliminates the traditional trade-off between simplicity and sophistication—Easypurl delivers both.

Unified Omnichannel Execution: Breaking Down Marketing Silos

Modern campaigns demand consistent experiences across multiple touchpoints, but managing email, SMS, direct mail, and landing pages in separate systems often creates silos and inconsistencies. Easypurl eliminates this friction by providing a **single, unified workflow** for all channels.

From email follow-ups paired with direct mail, to SMS campaigns driving to personalized landing pages, to fully integrated omnichannel journeys, Easypurl ensures every channel works together seamlessly.

This integrated approach means marketing teams can:

- Orchestrate all touchpoints in one dashboard.
- Avoid duplication of effort across tools.
- Deliver a unified customer experience that increases engagement and conversions.

True Personalization at Scale

Personalization has long been a marketing buzzword, but Easypurl takes it further by enabling **true one-to-one experiences**. Beyond simply inserting a first name, the platform tailors every message to each individual based on demographic, behavioral, and lifecycle data.

The platform offers **three paths to targeting precision**:

- **Upload New Lists** — Instantly activate fresh contact data.
- **Use Existing Audiences** — Quickly repurpose previous campaign groups.
- **Define Sophisticated Segments** — Create advanced demographic and behavioral segments directly in the Campaign Wizard.

This flexibility empowers marketers to deliver campaigns that feel handcrafted for every customer, but at enterprise scale.

Centralized Control for All Campaign Assets

With campaign complexity on the rise, switching between multiple platforms to manage creative assets has become a drain on resources. Easypurl solves this by bringing campaign customization into one interface.

Marketers can:

- Select and configure templates across channels.
- Generate PURLs for personalized landing experiences.

- Add QR codes for mobile engagement.
- Enable call tracking for immediate response measurement.

The result is complete campaign visibility and control from one central dashboard.

Rapid Deployment and Launch

Once configured, campaigns can be reviewed and launched in minutes. The platform provides a comprehensive overview of all integrated elements—email, SMS, direct mail, landing pages, and call tracking—before deployment.

This **rapid deployment capability** ensures marketing teams can quickly seize opportunities, respond to market changes, and maximize campaign impact without delay.

The Easypurl Advantage

The Easypurl Campaign Platform was designed to remove friction from the marketing process. By unifying workflows, enabling deep personalization, and accelerating time-to-market, it ensures marketing teams focus on strategy and results—not technical challenges.

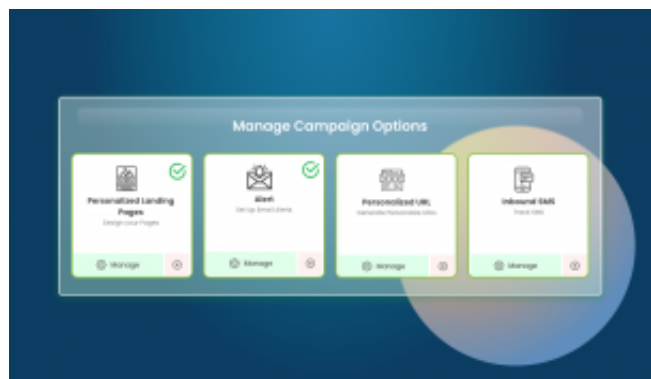
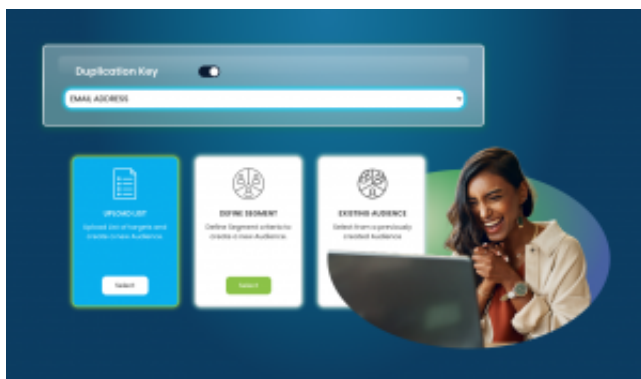
Key advantages include:

- **Speed to Market** — Campaigns launch in minutes, not weeks.
- **Omnichannel Orchestration** — All touchpoints managed in one place.
- **True Personalization** — Individualized messaging at enterprise scale.
- **Simplicity + Power** — A platform equally effective for beginners and experts.

“Easypurl’s new platform is marketing automation the way it should be—simple, powerful, and built to accelerate growth,” said John White, VP Strategy & Business Development.

Availability

The new Easypurl Campaign Platform is available immediately. Marketers interested in experiencing its speed and personalization capabilities can access the [announcement blog](#) or [request a demo today](#).



Media Contact

Easypurl

*****@easypurl.com

1-866-463-7671

210 Richardson Street

Source : Easypurl

[See on IssueWire](#)