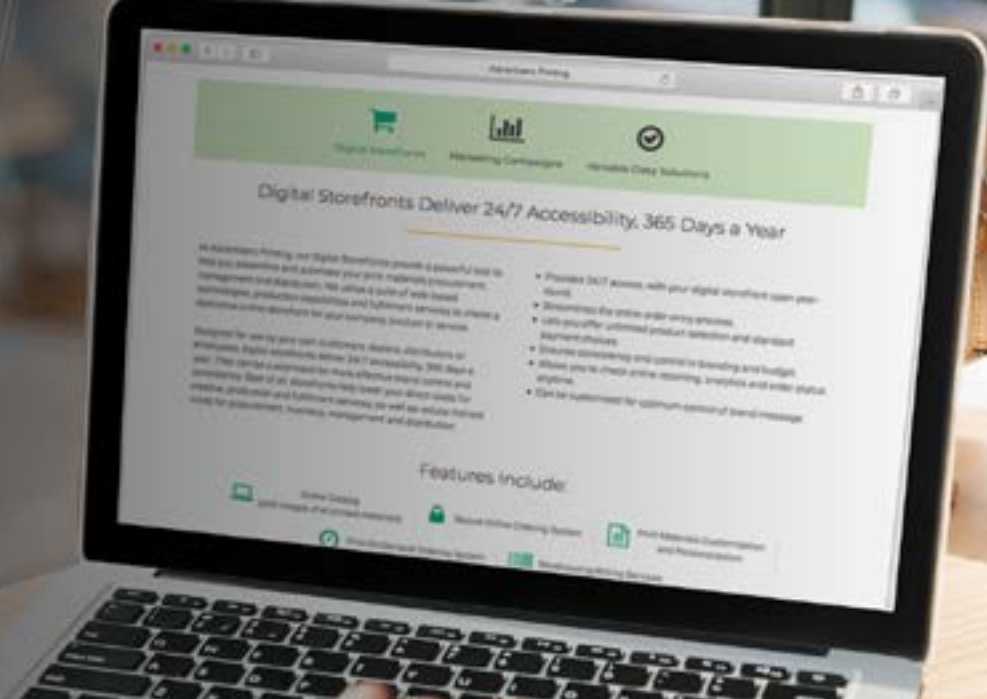




ADVERTISERS
CONNECTS



SEAMLESS TRACKING. BETTER RESULTS.

► THE SITUATION

With the growing competition of online advertising, marketers are torn between the proven effectiveness of direct mail and the economy and repetition of digital advertising.

According to the 2015 DMA Response Rate Report, marketers identified the following challenges:



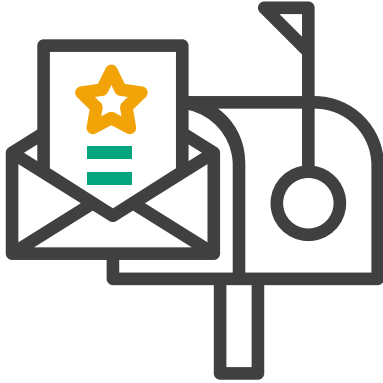
**DIRECT MAIL IS
DIFFICULT TO TRACK**



**DIRECT MAIL IS
EXPENSIVE**

▶ LET'S COMPARE RESPONSE

DIRECT MAIL



RESPONSE RATE

- ▶ House List..... 3.7%
- ▶ Prospect List..... 1.0%

Direct mail response rates outperform digital channels by a long shot.

COST PER ACQUISITION

- ▶ Direct Mail \$19

Cost-per-acquisition for direct mail is very competitive.

DIGITAL CHANNELS



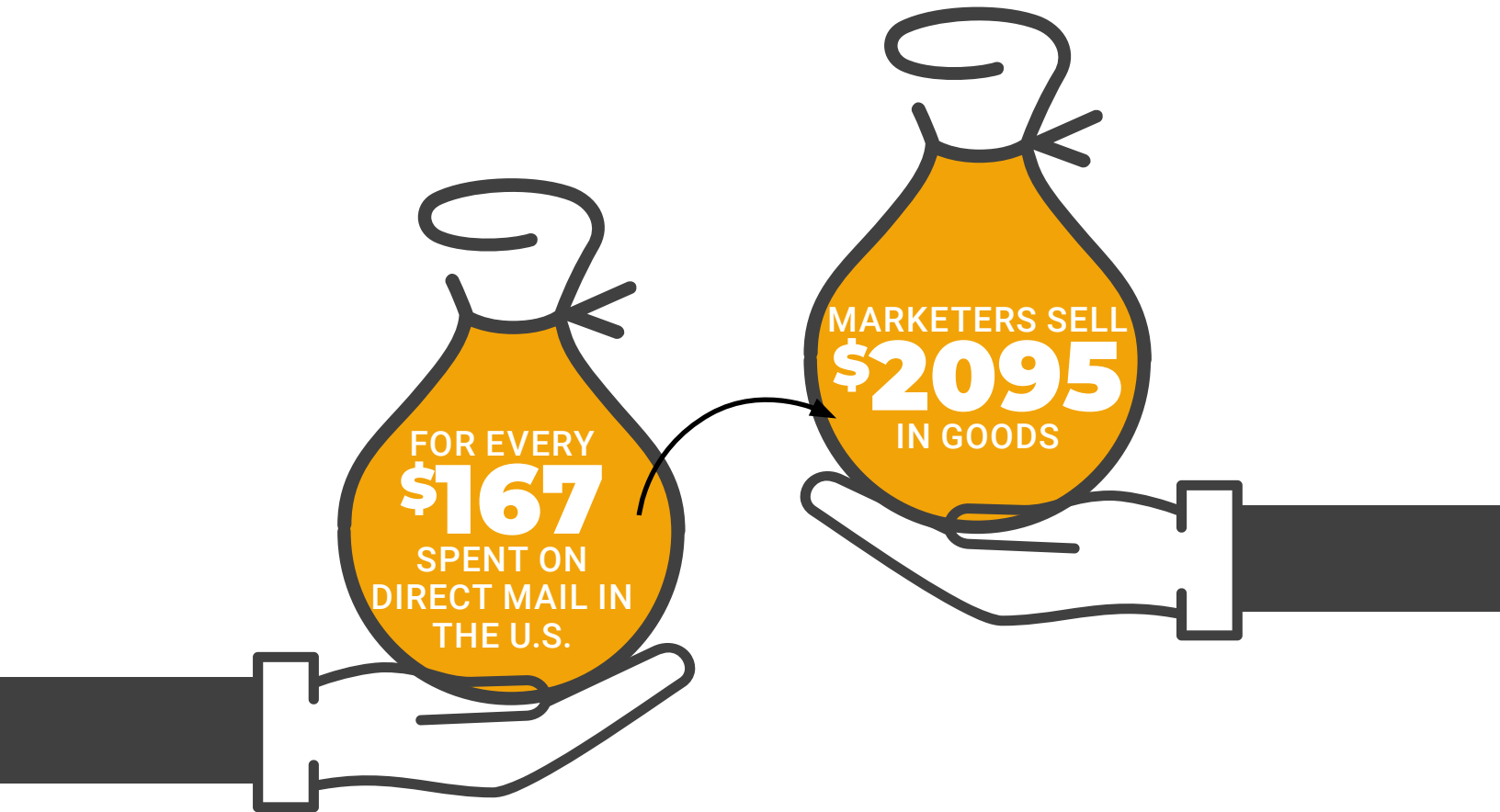
RESPONSE RATE

- ▶ Mobile 0.2%
- ▶ Email 0.1%
- ▶ Social Media 0.1%
- ▶ Paid Search..... 0.1%
- ▶ Display Advertising 0.02%

COST PER ACQUISITION

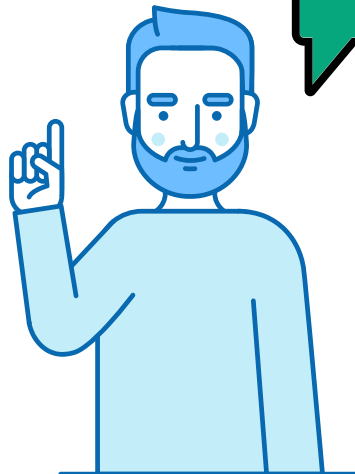
- ▶ Mobile \$16-18
- ▶ Email \$11-15
- ▶ Social Media \$16-18
- ▶ Paid Search..... \$21-30
- ▶ Internet Display \$41-50

► WHERE'S THE ROI?



40%
OF CONSUMERS HAVE MADE A PURCHASE IN LAST 3 MONTHS BECAUSE OF DIRECT MAIL THEY RECEIVED

39%
OF CUSTOMERS SAY THEY TRY A BUSINESS FOR THE FIRST TIME BECAUSE OF DIRECT MAIL ADVERTISING



► CONCLUSION

Direct mail is still one of the most effective marketing channels for generating new interest, brand awareness, and creating new business opportunity through pin point target marketing to specific demographics.



Where's the disconnect?

Times have changed. People no longer receive a mail piece and pick up the phone and call or walk into a brick and mortar location.

So where do they go? Online.

90% of people who are interested in a product or service go to the company's website first before calling or visiting the brick and mortar location.



According to Google Analytics, **96%** of unique website visitors will leave without taking any sort of an action.

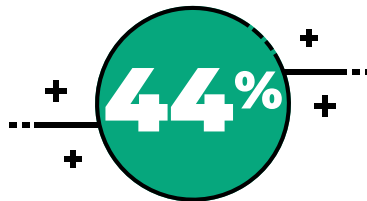
▶ REVOLUTIONIZE DIRECT MAIL WITH INTEGRATED MARKETING SOLUTIONS

Now, you can use an integrated marketing solution to:

- ▶ Maximize the impact of direct mail
- ▶ Enhance the overall results that you receive from your campaigns
- ▶ Seamlessly track the effectiveness of your direct mail and online marketing
- ▶ Ensure that no lead is left behind with continued online exposure to the interested prospects who visited your website and left without taking action



Enhances Results

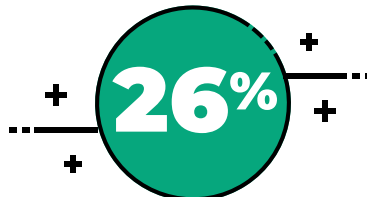


OF CUSTOMERS VISIT A BRAND'S WEBSITE AFTER RECEIVING DIRECT MAIL MARKETING

WEBSITE VISITORS WHO ARE RETARGETED WITH DISPLAY ADS ARE



MORE LIKELY TO CONVERT ON YOUR WEBSITE



OF CUSTOMERS WILL RETURN TO A SITE THROUGH RETARGETING

▶ TAKE YOUR DIGITAL INTEGRATION EVEN FURTHER WITH SOCIAL MEDIA FOLLOW UP

Keep your business in front of your prospects everywhere they go!

Facebook has just reached its record high 2.01 billion monthly active users and this number is climbing every day. This new Social Follow-Up feature ensures that you truly achieve maximum exposure to those people interested in your product or service.



Here's How it Works

- ▶ A cookie is added to your website
- ▶ A unique visitor goes to your website
- ▶ The cookie recognizes that the visitor has an active Facebook account
- ▶ The visitor logs onto their Facebook account and sees your ad in their newsfeed

79%

OF INTERNET USERS **WORLDWIDE**
ARE FOUND ON FACEBOOK

FACEBOOK USERS SPEND ON AVERAGE
50 MINUTES
PER DAY BROWSING THEIR FACEBOOK FEED

FACEBOOK BOASTS
1.32 BILLION
DAILY ACTIVE USERS

► SOCIALMATCH

Our new service **SocialMatch** maximizes the use of your mailing list! We can now take your mailing list and MATCH each name with their Facebook or Instagram user accounts.



Here's How it Works

- SocialMatch is 14-day program that starts on your mailing date. Before, during, and after your mailing, targeted ads will be delivered to your mailing list and increase your visibility online.

40%–60%
MATCH RATE WITH YOUR MAILING LIST

80%
OF SALES ARE MADE BETWEEN
THE 8TH AND THE 12TH CONTACT.

+

+

