

DIGITAL INTEGRATION The Future of Direct Mail



SOCIAL MATCH

Increase conversions by maximizing exposure to your mailing list on social media. We match Facebook and Instagram accounts to your mailing list to deliver social ads to their feeds before, during, and after the mailer hits - priming them for the direct mail piece.



MAIL TRACKING

Want to know if your mail was delivered? Know exactly when a mail campaign hits mailboxes, export delivery lists.



INFORMED DELIVERY®

Through Informed Delivery® integration, you can add an additional touchpoint through the USPS's daily mail preview sent via email and add a digital component to your direct mail campaign.



CALL & TEXT TRACKING

Seamlessly track campaign effectiveness by recording every call that comes in as a result of the mail campaign and capture the name, address, and demographic information of callers when available. You can also have the ability to engage with consumers and drive incremental conversions by delivering coupons and URLs via SMS from the same call tracking number.



ONLINE FOLLOW-UP

If a prospect leaves your website without taking action, your ads will show up throughout the Google Network directing them back to the website.



SOCIAL MEDIA FOLLOW-UP

Keep your follow-up ads in front of their prospects even when they're scrolling through their newsfeed on Facebook and Instagram.

**LEAD MATCH**

Receive a list of who came to your website from the mailing list and what actions they took. With LEADMATCH, you can mail to unique visitors who visited their website, even if they weren't on the mailing list! Finally, true attribution for a direct mail campaign!

**YOUTUBE ADS**

Capture attention and cut through the clutter with dynamic video instream ads! Serve video ads before users play their favorite YouTube videos to engage your client's audience.

**DISCOVERY ADS**

Use the power of discovery to serve ads across Google feed environments including the Google Discover feed, YouTube homepage, and the promotions tabs in Gmail. Based on interests, online activity, device information, and history, target users primed to take action on your messaging.

**GOOGLE GEOTARGETING**

Help reach qualified prospects in select locations, ensuring that their advertising reaches people who are most likely to take immediate action on the marketing message!

**SOCIAL MEDIA GEOTARGETING**

Broaden your advertising reach while still targeting your prospects by showing social media advertising in a user's Facebook and Instagram feeds based on their location.