

TargetDirect

One Personal Touch, One Home At A Time



Big Data Targeting + Personalized Mail = High ROI

Most CMO's get this answer 100% wrong. So did we...until now.

Direct Mail Is NOT Dead. And Here Is Why!

- 54% of consumers said they want to receive mail from brands they are interested in
- Brand recall is 70% higher among people who were exposed to direct mail ads rather than digital ones
- 42% of direct mail recipients read or scan their mail
- US advertisers spend \$167 per person on direct mail to earn \$2,095 worth of goods sold, translating into a 12:1 ROAS
- 67% of consumers who responded to direct mail within the last 3 months ended up making a purchase
- 56% of consumers find print marketing the most trustworthy type of marketing
- We get better leads with it

Personalization and Relevancy Are Key



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Reach New Targets More Effectively Through Personalized Direct Mail

- Geo-location
- Age
- Gender
- HHI
- 100's of Interests
- Purchase Intentions
- Prior Purchase Habits
- Hobbies/Enthusiasts
- Brand Preferences
- Residents In Home
- ...and more

The ability to aggregate consumer purchases means we know who is buying what and when...So Meet Them!

CASE EXAMPLES

- Non-Profit generates an average of seven donations per donor through direct mail engagement
- School District generates dozens of leads and new students through oversized bilingual postcard
- Motorcycle brand spikes inbound calls and email leads through 4 color personalized mailer targeting owners, intenders, and enthusiasts
- Law Firm increases volume, quality and length of calls with direct mail

Icing on the Cake - Your Name Here!



New efficiencies in print, allow for a highly variable and personalized mailers to keep costs down and ROI high!