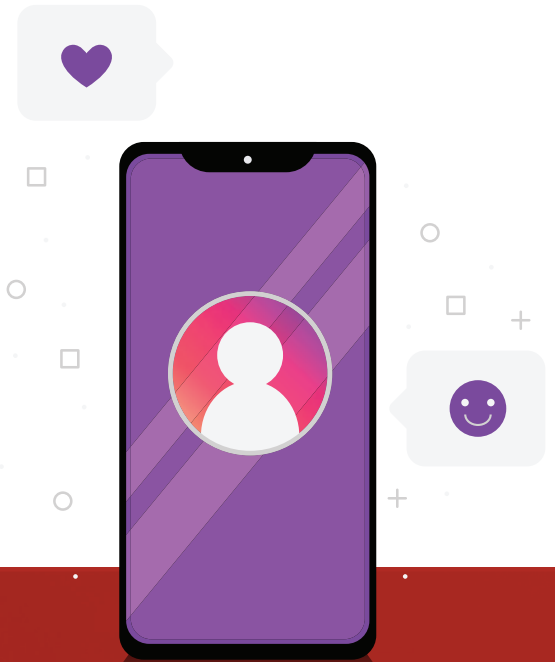




Social Media Geotargeting

Display ads through Facebook and Instagram to direct mail recipients, lookalike and affinity audiences geographically based on the mailing list target areas, keywords and keyphrases, and search/browsing history.



Targeting Relevance

Target users based on their location and the mail drop to create an ad campaign that is likely to be seen and engaged with by direct mail recipients and prospects that are in the same location as your business.



Increased Engagement

Create a cohesive and effective marketing strategy by reinforcing your offline efforts online and in the same geographical locations as the mail recipients. Drive a lift in response to the mail and cast a much wider net digitally to drive incremental conversions.