



Addressable Geo

Geofence the residential or business address of mail recipients to serve ads through the display network to all devices at the address. Track conversions to the website with our sophisticated pixel technology or by foot traffic in stores or commerce locations through device pings.



Household Device Reach

Actual, verified GPS data and plat line data to target every device within a household at the address level with a true 1:1 marketing approach. Improve the performance of your direct mail campaigns by extending their reach and improving frequency of messaging to the household with personalized digital ads.



Advanced Analytics

Measure the effectiveness of the campaign with conversion reporting. Track the number of offline visits and online sales/leads at the zip+4 level with our tracking pixel technology that identifies web traffic and device pings from foot traffic in conversion zones.