



# CONNECT

## Online Follow-Up

Re-engage website visitors who left without converting by reminding them of their interest through retargeting ads on the Google Display Network.



### No Lead Left Behind

Interested prospects will visit a website, however, the majority will leave without taking any action. Following up with the interested prospects and reminding them of their interest will increase conversions. Use the power of repetition and create additional opportunities for prospects to convert.



### Blending Digital & Physical

Most consumers prefer a blend of digital and physical marketing channels. Direct mail with digital ads yields a higher conversion rate. Use the power of repetition to display the same ad delivered on the mail piece digitally through Google channels to lift the response to your mail campaigns.