

## SocialMatch

Match Facebook and Instagram accounts to the mailing list to deliver social ads to feeds before, during, and after the mailer hits.

## Social Media Follow-Up

Re-engage website visitors who left without converting by reminding them of their interest through retargeting ads on Facebook and Instagram.

## 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.

## LEADMatch

Receive a list of anonymous website visitors and direct mail recipients who went to the website that includes contact information and what actions they took to build 9-18% response mailing lists and prove direct mail campaign attribution.

## Demand Gen

Serve video and image ads across Google feed environments including Google Discover, YouTube, Shorts, and Gmail.

## Google Geotargeting

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

## YouTube Ads

Capture attention and cut through the clutter with dynamic video in-stream ads. Serve video ads before users play their favorite YouTube videos to engage the audience.

## 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.



*Digital Only*

8 Technologies

16-32 impressions per record



SocialMatch



Social Media  
Follow-Up



Online  
Follow-Up



LEADMatch



Demand  
Gen



Google  
Geo



YouTube  
Ads



Social  
Geo