



POLITICAL Power Up

11 Technologies

8-16 impressions per piece



SocialMatch



Mail
Tracking



Informed
Delivery®



QR Codes



Call & Text
Tracking



Google District
Targeting



Social District
Targeting



Social Media
Follow-Up



YouTube
Ads



Demand
Gen



LEADMatch



SocialMatch

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



Mail Tracking

Know exactly when a mail campaign hits mailboxes, export delivery lists, and receive non-scan data down to the individual mail piece.



Informed Delivery®

Through Informed Delivery® integration, add an additional touchpoint and full color clickable ad through the USPS's daily mail preview sent via email. Receive a list of who on the mailing list received the email, opened it, and clicked on the ad to show campaign attribution.



QR Codes

Maximize engagement with static or personalized QR Codes. Increase and track the response to mail through our custom reporting dashboard to see various types of scan data including who scanned.



Call & Text Tracking

Track campaign effectiveness by recording every call/text that comes in as a result of the mail campaign, with contact information of respondents when available. Engage prospects and drive incremental conversions by delivering coupons and URLs via SMS from the same call/text tracking number.



Google District Targeting

Target people who are within your voting district through the Google Display Network. You can also segment that target audience by identifying the highest probable voters. Targeting parameters include: congressional district codes for any specific region (i.e. FL-14), age, and gender.



Social District Targeting

Target people who are within your voting district on Facebook and Instagram. You can also segment that target audience by identifying the highest probable voters. Targeting parameters include: congressional district codes for any specific region (i.e. FL-14), age, and gender.



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.



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.



Demand Gen

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



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.