



**TargetMatch**  
*+Plus*

*Digital Only*

**5 Technologies**

16-32 impressions per record



**SocialMatch**



**Social Media  
Follow-Up**



**Online  
Follow-Up**



**LEADMatch**



**Addressable  
Geo**



## 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.



## 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.