

Tie Your Postal List to *One or More* Digital Channels

GAIN ADDITIONAL IMPRESSIONS FOR OPTIMAL CONVERSION

Increase the responsiveness of your direct mail campaign by up to 37% with Email Marketing.

Engage consumers in their inbox as well as their mailbox to increase the number of impressions and likelihood of response and conversion.

Bring your direct mail piece to life with Digital Display Advertising. 210M unique U.S. visitors see display ads served by the Google Display Network each month.

Send banner ad messaging, identical to your postal piece, to mobile and home devices.

Retarget consumers who recently visited your website and increase conversion by 147%.

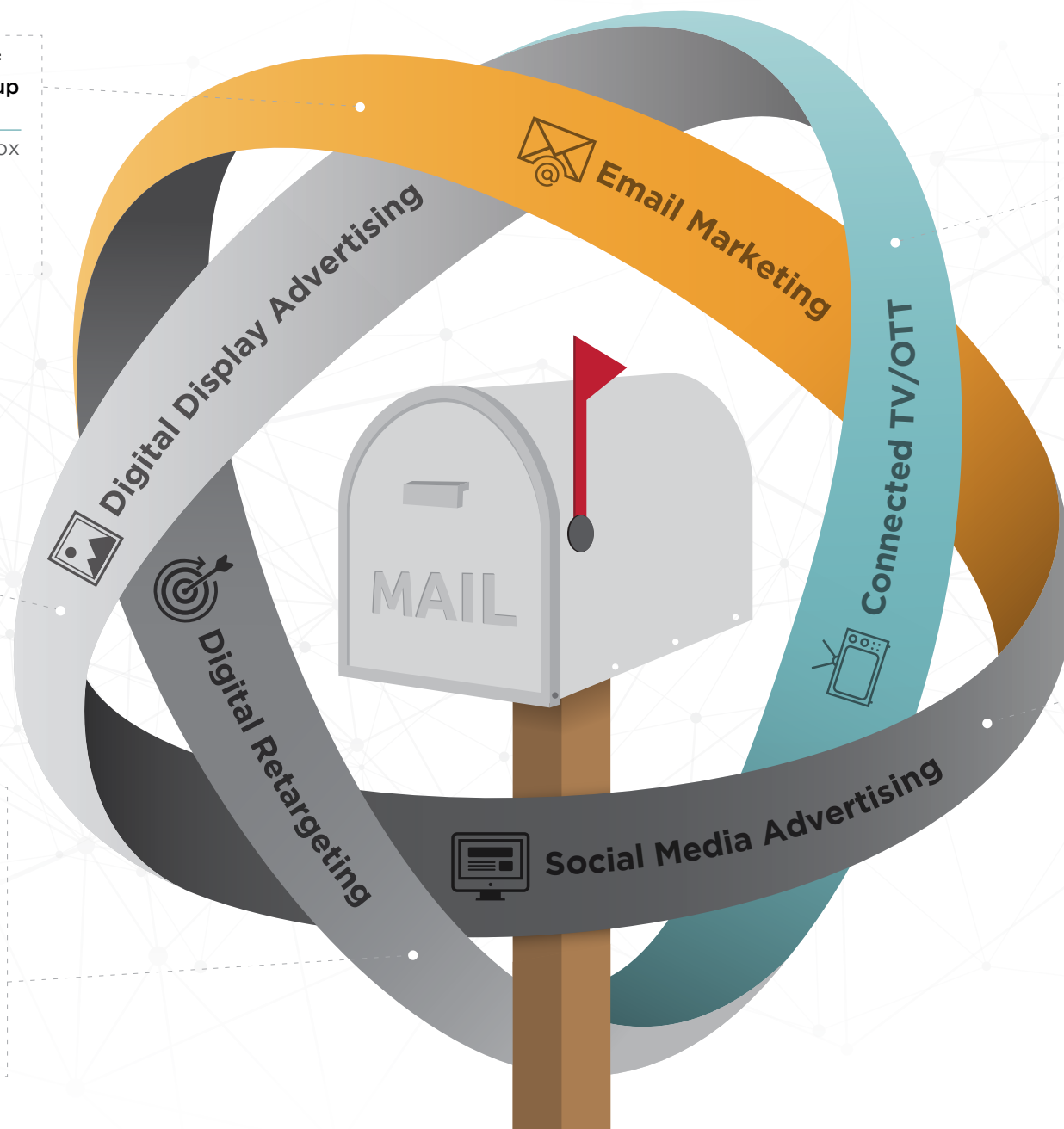
Enhance your prospect file and power your digital marketing efforts. Identify key contact details about your web visitors who are already in-market and engaging with your brand.

Reach your postal recipients where they stream content. 74% of American households have at least one paid streaming service.

Capture your prospects' attention on the nation's most well-known streaming platforms and services.

Connect with your direct mail audience on their favorite networking sites. 74% of Social Media users visit platforms each day, with 55% visiting several times a day.

Serve Facebook and Instagram ads to your prospects where they spend the most time online.



AccuData
INTEGRATED MARKETING

Today's consumers use multiple channels on multiple devices to engage with brands. Complement your direct mail campaign with one, two, or several digital channels for increased engagement and conversion.



It pays to go *Multichannel*

Consumers are **24% MORE LIKELY** to convert if they see ads from multiple channels.

74% of consumers say they would rather connect with brands and businesses through multichannel marketing.

Multichannel shoppers spend **10-30% MORE THAN** single-channel shoppers.

Inquire with your sales representative today about pricing & how you can get started!

***SOURCES:**

<https://thrivehive.com/benefits-of-retargeting/>
<https://blog.hootsuite.com/facebook-statistics/#advertising>
<https://www.lyfemarketing.com/blog/facebook-advertising-statistics/>
<https://sproutsocial.com/insights/data/social-media-connection/>
<https://mashable.com>
<https://hbr.org/>
<https://www.semrush.com/blog/display-advertising-stats-2019/>