AccuData
INTEGRATED MARKETING

IP Targeting

Engaging online display powered by postal addresses

IP Targeting is an easy-to-implement, digital advertising service that enables direct marketers to reach a postal audience online with engaging display ads. From concept through reporting, AccuData manages every step of the campaign process.

Benefits

Utilize postal data to add an interactive channel to your direct mail campaign.

Target at the IP-level to communicate with multiple consumers in a household.

Increase the likelihood of engagement and conversion by creating additional impressions.

Like direct mail delivered digitally.

Serve engaging digital display ads to consumers' mobile and desktop devices based on their physical address. IP Targeting campaigns are ideal complements to direct mail initiatives as they are proven to increase overall conversion.

How Does IP Targeting work?

AccuData's IP Targeting harnesses advanced, cookie-free technology to pinpoint specific locations and the connected devices within. Our Addressable GeoFence process utilizes real property plat lines to encase physical addresses in a virtual boundary. With a geofence in place, AccuData identifies home routers and connected home and mobile devices. Ad messages are then served to any device that connects to the router via available placements online.

Target Your Ideal Audience

Multiple targeting options are available, which include existing loyalty or acquisition postal addresses, targeted prospect lists obtained from the AccuData team, or custom audiences based on geographic and demographic criteria. On average, AccuData obtains a 90% match rate to postal files.

A Team Approach

Need more than just strategy and implementation? AccuData offers a team approach that provides individual attention, exceptional customer service, and campaigns executed with precision. This includes a complete suite of digital creative design and copywriting services.

What does this mean for our clients? It means we provide end-to-end managed digital services from concept to creation. It means we provide insightful and useful reporting every step of the way. And it means data-driven marketing results that go above and beyond.

Additional Digital Display Advertising Services

NextGen Behavioral Targeting

Utilize advanced online behavioral targeting to serve engaging visual ads within seconds of a consumer performing a relevant keyword search.

Site Retargeting

Convert website visitors into purchasers by re-engaging them with relevant banner advertising as they move about the web. Continue the conversation with consumers for up to 30 days.

GeoFence and GeoFollow

Leverage the latest in geofencing technologies to reach consumers based on where they are: at work, on the go, at events, or even at competing locations.

Venue Replay

Digitally target your desired audience based on the places they have been. With Venue Replay, you can connect with consumers that visited a specific event or location from up to six months ago.

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