



Digital Marketing Tactics: A Modern Marketer's Success Kit

Inform Your Digital Marketing Decisions with a Variety of
Resources & Marketing Success Stories

Direct marketers have more choices than ever for reaching and engaging new customers. The question is: Which channels should modern marketers use for optimal results? The email and digital marketing tactics covered in these pages enable 1:1 communication with your current or ideal customer via high-converting touchpoints, which means the maximum return on your marketing dollar.



IP TARGETING

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 campaign conversion. From concept through reporting, AccuData manages every step of the campaign process.

DIGITAL PRO TIPS:

- Design mobile first as 70% of all banner ads are delivered on a mobile device
- Consider animated or video ads to catch the attention of your intended audience
- Apply clearly defined borders to your creative so that it isn't easily confused with normal web content
- Develop a coordinated landing page along with a concise form for prospects to complete

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IP Targeting
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LOCATION-BASED TARGETING

WITH GEOFENCE, GEOFOLLOW & VENUE REPLAY

Reach Consumers Where They Are

Take advantage of evolving geofencing technologies to hyper-target your desired audience where they are - at conferences, trade shows, hotels, events, and even competing locations. An ideal complement to any online or postal initiative, your digital ads are shown precisely where you desire them to be, without unnecessary waste. This highly visual media helps to build awareness of your brand while encouraging interaction.

USES & APPLICATIONS:

- Reach sports enthusiasts and fans that attended a game
- Connect with music lovers that attended a concert or festival
- Engage with conference goers to promote new business solutions
- Promote special offers to shoppers that visited a competing location

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GeoFence & GeoFollow
Product Sheet



Download the
Venue Replay
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View the
GeoFence, GeoFollow
& Venue Replay FAQs



SOCIAL MEDIA ADVERTISING

Paid Ads on Facebook and Instagram

Enhance your campaign conversions as you showcase your brand on the nation's leading social media platforms, Facebook and Instagram. Ads placed in News Feeds are able to capture a viewer's attention quickly to produce strong results and gain more exposure from your digital marketing efforts.

Audience Targeting Capabilities

Target your ideal audience using first-party data, third-party data, location-based audiences, lookalike audiences, custom audience data from Facebook, or multi-source prospect data from AccuData.

SOCIAL AD PRO TIPS:

- Turn valuable, proven content pieces into social media ads
- Test creative variations to see which result in the best engagement
- Limit the use of copy on ad images to increase distribution
- Caption video ads as the majority of videos on the Facebook platform are watched without sound
- Use the Facebook tracking pixel to enable remarketing and the creation of lookalike audiences

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Social Media Advertising
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Multichannel
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EMAIL MARKETING

Acquisition & Loyalty Email

Experience high-performing, high-converting email marketing campaigns for acquisition and loyalty efforts with concierge services that extend from concept to reporting. We employ leading-edge testing strategies to ensure all aspects of your campaign are optimized for maximum performance and deliverability. And with our comprehensive reporting, you'll see key performance metrics relevant to the overall success of your campaign.

Email Enhancement

Provide only a name and postal address to add active, recently used, permission-based email addresses to your loyalty database. Our triple-pass process provides industry leading match rates, which results in more connectivity points for your awareness and loyalty-focused communications.

EMAIL PRO TIPS:

- Eliminate the “same content for all” approach; develop an understanding of the individual consumer and their needs first
- Personalize emails based on real-time data to reduce cart abandonment and increase conversion
- Showcase your product and provide usage tips with highly visual video content
- Embrace mobile-first design instead of optimizing for mobile
- Understand how the dark mode environment impacts your emails and update design practices accordingly

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Email Append
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Acquisition Email
FAQs



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La-Z-Boy
Case Study



WEB VISITOR INTEL

Convert Visitors to Leads

Turn your website into a lead generation engine that provides you with real-time access to the contact details of consumers that visit your site. With this information, you develop a pipeline of engaged leads that can be retargeted with relevant offers to increase the likelihood of conversion.

Quick to Implement

Benefit from a process that is largely hands-off. Once a simple piece of custom code is implemented on your website, the data collection begins! Your Web Visitor Intel leads can be delivered daily, weekly, or monthly. Leads are available within 24 hours of the visit occurring on your site.

BENEFITS GAINED:

- Identify website visitors in real time
- Create a new source of warm, in-market leads for revenue generation efforts
- Use visitor behaviors to guide marketing messages and sales processes
- Understand the needs of current customers based on their website activities
- Aid in the measurement of marketing results and in campaign attribution

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Web Visitor Intel
Product Sheet



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Use Case



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FAQs



NEXTGEN BEHAVIORAL TARGETING

Reach new customers at the precise moment they are looking to buy.

With a list of keywords, AccuData can reach the people whose online search behavior matches the objectives of your marketing campaign. By serving ads during a consumer's decision-making journey, you'll reach the right audience at the right time with no wasted ad impressions. Your custom audience will be targeted with geographic and demographic attributes that meet your campaign criteria.

BENEFITS GAINED:

- Serve engaging visual ads within seconds of a consumer performing a relevant keyword search
- Leverage the power of a pay-per-click campaign in a display environment
- Tap into online search behavior that is collected from more than 100,000 website search engines
- Reach in-market consumers in real time with the right message

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CONNECTED TV/OTT ADVERTISING

Streaming Advertisements

Explore enhanced behavioral targeting and capture the attention of the nation's most well-known streaming media service users. Connected TV and Over-The-Top (OTT) advertising displays your video message to a customized audience that meets your geographic, demographic, and programming criteria.

Non-Skippable Format

Engage viewers committed to their Connected TV content. Unlike some pre-roll ad services, Connected TV ads are presented in a non-skippable format. Both 15 and 30-second ad placements are available. You will advertise with confidence knowing that your ad content is viewed from start to finish.

OTT STATS:

- More than 53 million U.S. households are considered cord cutters
- In 2019 alone, an estimated 6 million households canceled their traditional cable/satellite services
- 52% of adults use at least one OTT service and the average subscriber has 3 or 4
- More than 300 streaming services, many of which represent niche interests, are available in the United States
- Researchers predict that more than \$83 billion in ad revenue will be associated with OTT by 2022

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AccuData Integrated Marketing serves as an embedded data, insights, and performance team to agencies and brands across the U.S.

Backed by the power of more than 400 data providers and 30 years of real-world marketing expertise, AccuData's dedicated team helps businesses acquire, retain, and grow a profitable customer base by driving direct marketing success.

For more information, please call us at 800-732-3440.

