

Manage

direct mail mPactSM



Direct Mail mPact's patent-pending IP targeted advertising has helped firms increase engagement and conversions across a wide variety of industries. Unlike most digital advertising methods, Direct Mail mPact's targeting utilizes data in the form of names and addresses, instead of cookies, meaning we know where every impression is going, there is no waste, and advertisements can be delivered with surgical precision.

Your ads can appear on over a million websites across all devices on the targeted home network. This means we are delivering the most relevant online advertising to your true audiences, increasing revenue online and off.

- Platform delivers display ads to the sites the targeted customer visits on the Internet.
- Exposes the customer to the campaign before and after the mail drop date.
- Integration with existing active customer address lists.
- Multiple ways to track ROI.

How It Works

1. We will upload the mailing data file to Direct Mail mPactSM platform to identify matching IP addresses. Typical match rate runs from 50-60%. Only the matched IP addresses will be targeted.
2. We determines the number of impressions (ad displays) for each person to see during the campaign. In general, the campaign's last three weeks and we highly suggest to start the online ad displays one week prior to the mail drop during and one week after the mail drop. We suggest 15-30 impressions per person per week.
3. Since we track who receives the impressions, we can do a Match Back analysis post campaign to measure the effectiveness of the campaign. This assumes the customer will share the necessary data with us.

Benefits of Direct Mail mPactSM

Direct Mail mPactSM maximizes the exposure of your customer's campaign by targeting the existing Mail list.

- Typical revenue lift over 9%.
- No IT involvement. No cookies are required.
- Specifically targets your Mailing list and is a perfect blend of integrated marketing strategy.
- Get feedback on the effectiveness of your Direct Mail campaign.

The power of Direct Mail mPactSM allows you can target only the matched IP addresses from your data file maximizing your impact.



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