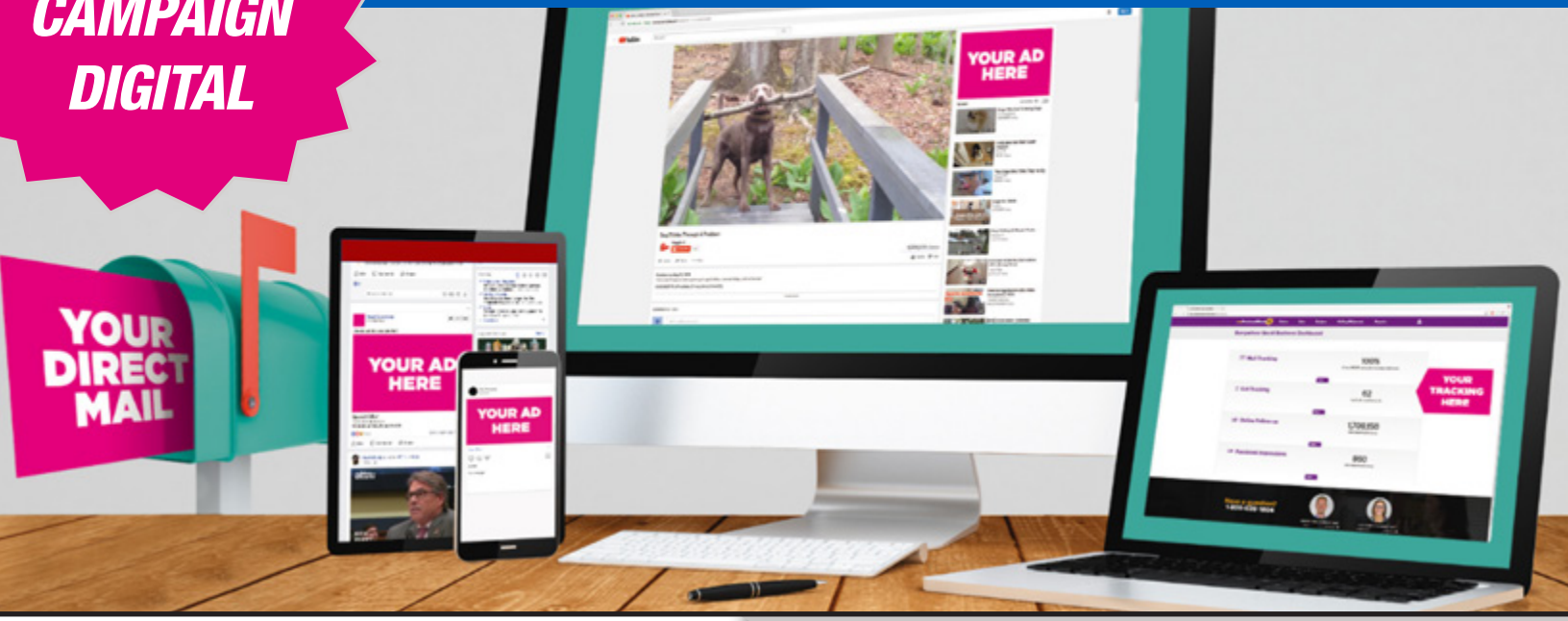
CAMPAIGN DIGITAL

Our campaign digital service is designed as an **Omnichannel Marketing** approach. Turn a single mail piece impression into ***multiple*** impressions to the same audience across ***multiple*** platforms.



Put campaign ads in front of web users in YOUR area!

Based on the end user's IP address, your digital campaign ads of varying size and content can be displayed to thousands of targeted voters in your district.

This dynamic, digital marketing program offers yet another way to get your message across to those people who can make a difference for you on Election Day!

CAMPAIGN DIGITAL: IP ADDRESS TARGETED ADS

This patented process combines more than 30 public data elements to hyper-accurately map an IP address to a home address.

Up to 7 different banner sizes allow for format-appropriate placement in both Desktop and Mobile web browsers.

Household IP Targeting: The Big Picture

1. **Voter History Expanded Target List.**
2. **Run list of home addresses through our IP Targeting Algorithm.** *~50% Match Rate.
3. **Campaign Set Up and Launch. Begin serving to the devices connected to the WI-FI in the specified households.**

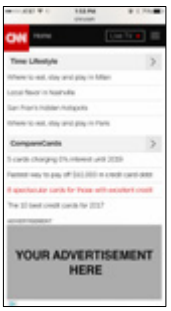
Goal: Serve digital banner ads to prospects and/or current customers.

Strategy: Harvest a list from Voter History data and serve digital banner ads to specific households.

Additional Information: We estimate that we'll match 50% of any list. We can reach over 94% of the available publisher's websites.

Campaign Execution: We recommend serving at least 10-20 ad impressions per week per appended matched record.

Where Do My Ads Go With IP Targeting?



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CAMPAIGN DIGITAL:

INFORMED DELIVERY

Consumers signed up with **Informed Delivery** will receive an email preview of the mail arriving that day. With an interactive campaign, mail recipients will see a full color ride along ad at the top of their email and be able to respond with a single click!

- More than 35 million people are signed up with Informed Delivery
- Informed Delivery now reaching ~ 20% of the US direct mail population
- Sign-ups are increasing by over 1.3 million people per month
- Over 68% of people open their Informed Delivery alerts daily.
- Informed Delivery average click-through rates range from 4-11%

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