

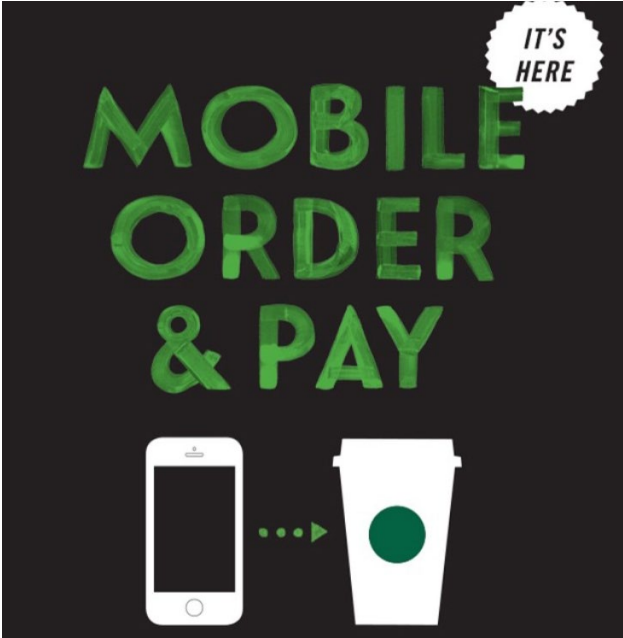
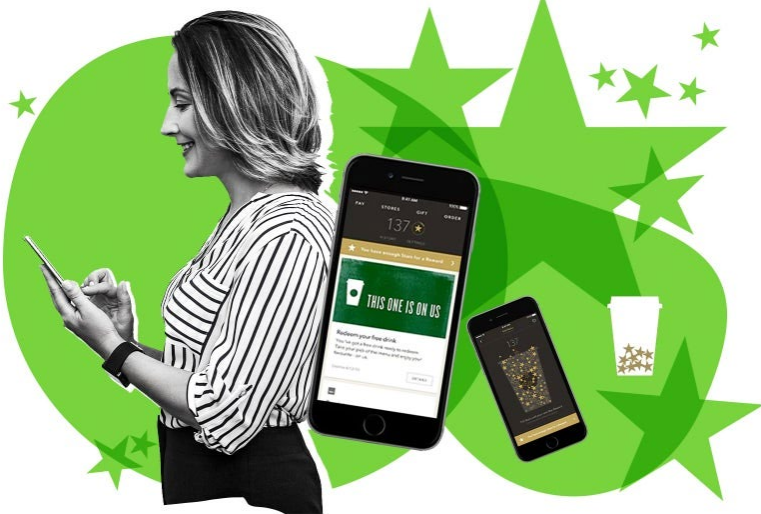


An Integrated Marketing Solution

WHAT IS THE DIFFERENCE BETWEEN OMNI-CHANNEL AND MULTICHANNEL MARKETING?



MULTICHANNEL MARKETING



OMNICHANNEL MARKETING



GEICO®

**15 MINUTES COULD SAVE
YOU 15% OR MORE**

© GEICO

**You Know
The Lyrics.**

15 minutes could save you
15% on car insurance.

GEICO
get a quote



GEICO®

One GEICO Plaza
Washington, DC 20076



**HOLLIS
SWITCH.**

IT'S A BRIGHT IDEA THAT
COULD SAVE YOU \$500
OR MORE ON CAR INSURANCE.

Spend 15 minutes at geico.com and you can see just how simple it is to switch to GEICO for great rates and exceptional service. You can switch your car insurance anytime, even before your renewal date. Now that's a bright idea.

It's easy, Nathan—go to geico.com, call 1-800-947-AUTO (2886) or contact your local agents in **Orlando** for your free rate quote, even if you've received one from us before. With new customers reporting average savings over \$500 per year, it's worth a few minutes to check again.

See what some customers who switched their car insurance to GEICO have to say about their experience:

"I was so pleasantly surprised at how easy it was to switch both car and home insurance through GEICO and the GEICO Insurance Agency. Couldn't have been easier!"

—Tammy P., CA

"GEICO is consistently well above average in its professionalism, quick response times, and attention to the customer. Their prices are often the best I have seen for identical coverage. Can't say enough about this outstanding company."

— David T., DE

We're here whenever you need us. With GEICO, you get **complete, 24/7 access to policy services—by phone or online.** If you have questions about your policy, simply visit geico.com or contact us anytime 24/7 at 1-800-947-AUTO (2886). Or, check geico.com/local to find a local GEICO agent.

(over, please)

geico.com • 1-800-947-AUTO (2886)
your local agents in Orlando



**SWITCH.
IT'S SIMPLE.**



In 15 minutes, you could:
a) change your engine oil
b) save 15% or more on auto insurance



Get a free quote →

GEICO®



...and email inboxes are full.

The average human attention span is 8 seconds.

Direct mail takes 29% less cognitive effort to process than digital marketing because the audience doesn't have to invest time or brainpower in understanding mail

For every 35 emails you receive, you get 1 piece of mail in the mailbox.

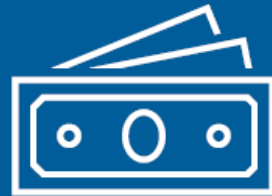


What Marketers Have to Say About Direct Mail



66%

Report Higher Return on Investment when Direct Mail is **Part of the Media Mix**



74%

Say Direct Mail Yields the **Highest Return on Investment**



84%

Agree that Direct Mail **Improves Multi-Channel Campaign Performance**



Did you know?

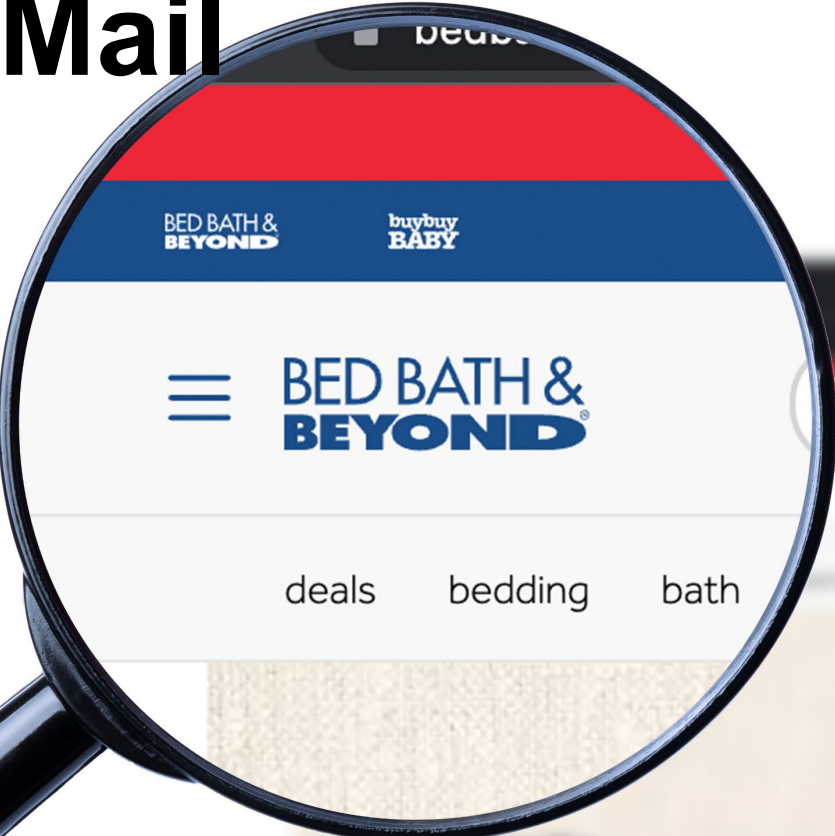
The average consumer sees 4,000-10,000 marketing messages a day.



Understanding Marketing



Repetition In Direct Mail



BED BATH & BEYOND gift card
NEVER A FEE NEVER EXPIRES
SHOP IN-STORE OR ONLINE.

WE WILL NOT BE UNDERSOLD. GUARANTEED!
If you find a lower price at any of our competitors, we will meet that price.
We gladly accept our competitors' coupons for products also available at those competitors. Exceptions may apply. Prices valid only in the continental U.S. See store for details.
Call 1-800-GO BEYOND (1-800-462-3966) for locations Coast to Coast. We ship anywhere. Terms and conditions apply to gift cards.

The Bridal & Gift Registry
REGISTER AND PURCHASE IN-STORE OR ONLINE.
www.bedbathandbeyond.com

ClubMom upromise

20% OFF
Take 20% off any single item.*
Present this certificate.
Valid for in-store use only.

BED BATH & BEYOND
Beyond any store of its kind.
Office: 130 B Coxy Blf, Farmingdale, NY 11735

PRRST STD U.S. POSTAGE PAID BED BATH & BEYOND

Barcode and alphanumeric code: 000990187A P0228

*Limit one to a customer per visit. No coupon please. *Not valid with any other offer. Coupons must be surrendered at time of purchase. Not valid for the purchase of gift certificates, gift cards, J.A. Hancock, Krups, ARCO, Norelco, Tempurpedic, P0494, iAve, Breville, Air Purifiers and dyson products. Not valid for diy™, Creek, Wedgepod, Waterford, Lenoir, West Wing, Norelco, Riedel, Royal Scandinavia card Select Comfort mattresses and sofa bed products (where available). See store for details. ver. G10

20% OFF
one of our hundreds of the
IN-STORE OR
BED BATH & BEYOND

"IF YOU PREFER TO USE THIS COUPON ONLINE"
Go to bedbathandbeyond.com/myoffers

GIFT CARDS: ALWAYS THE PERFECT GIFT!

BUY A GIFT CARD WITH YOUR SMARTPHONE!
Download the Bed Bath & Beyond App
TAP on the camera icon
SELECT visual search
SCAN gift card image to add it to cart!

USE THIS COUPON IN-STORE OR ONLINE
To use online: Enter the MO code on brands-based below of bedbathandbeyond.com/myoffers or scan the barcode below to shop with the Bed Bath & Beyond app.

BED BATH & BEYOND
OFFERS
MO: V468-V72
Coupon Expires 3/17/20

20% OFF
one single item

Barcode and alphanumeric code: 000990187A P0228

©2019 Bed Bath & Beyond, Inc. All rights reserved. Terms and conditions apply to all offers. See store for details. *Limit one to a customer per visit. No coupon please. *Not valid with any other offer. Coupons must be surrendered at time of purchase. Not valid for the purchase of gift certificates, gift cards, J.A. Hancock, Krups, ARCO, Norelco, Tempurpedic, P0494, iAve, Breville, Air Purifiers and dyson products. Not valid for diy™, Creek, Wedgepod, Waterford, Lenoir, West Wing, Norelco, Riedel, Royal Scandinavia card Select Comfort mattresses and sofa bed products (where available). See store for details. ver. G10

20% OFF
20% OFF
20% OFF
ONE OF OUR HUNDREDS OF THOUSANDS OF
BED BATH & BEYOND

WE GLADLY ACCEPT COMPETITORS' COUPONS FOR PRODUCTS ALSO AVAILABLE AT THOSE COMPANIES. REGISTER AND PURCHASE IN-STORE OR ONLINE. www.bedbathandbeyond.com



Industry experts projecting 2024 political ad spending to hit \$10.2 billion for a 13% increase over the \$9 billion spent in 2020.

POLITICAL

★ Power Up ★

Campaign managers recognize the value of pairing direct mail with other campaign channels.

CONSULTANT INSIGHT

“The one thing we’ve seen with direct mail is to the extent you really need to be smart about integrating your direct mail with other tactics to talk to voters. We made sure that our direct mail was synced-up with our digital campaign; we were using text messages, that there’s some coordination, as much as we could possibly get.”

— Republican Consultant



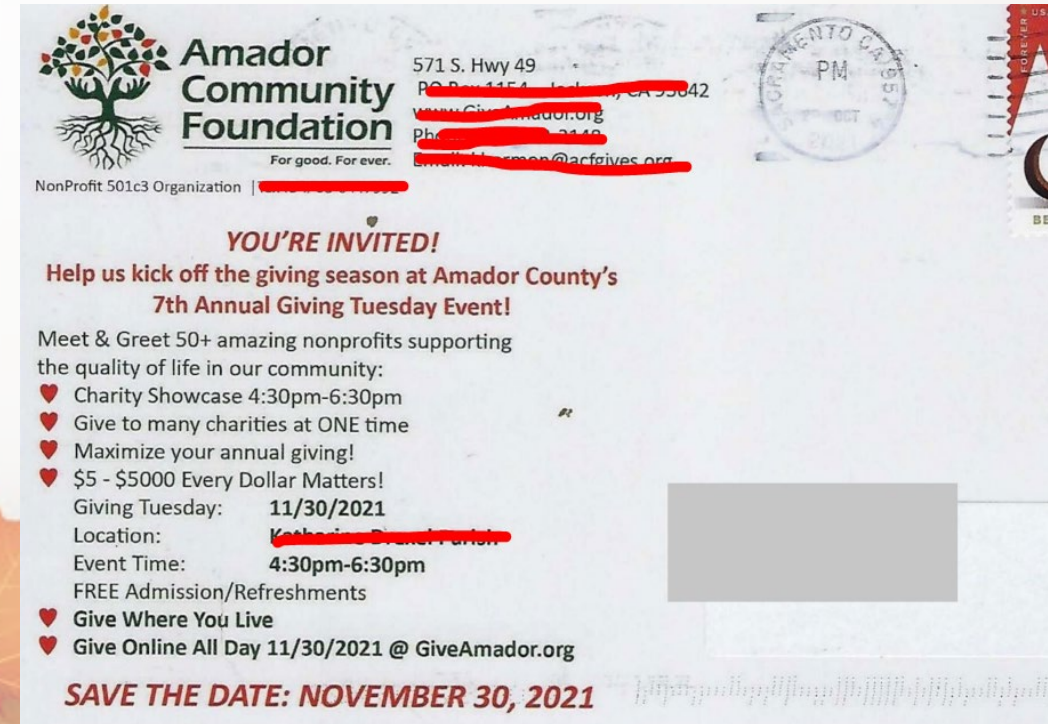
Non Profit Season comes faster than you think!

- Giving Tuesday
- End of year appeals
- Special Functions: Golf outings, 5k Fun Runs, Fall Festivals
- Holiday Campaigns



Giving Tuesday!

- charitynavigator.org
- <https://hq.givingtuesday.org>
- An astonishing \$3.1 billion was donated to U.S. nonprofits by a reported 34.8 million people on Giving Tuesday, 2023
- This year Giving Tuesday will be December 3
- Receives support from Ford Motor Company, Facebook, PayPal, Bill & Melinda Gates Foundation, and many more
- There are no registration fees, and all organizations, 501c3 or otherwise are encouraged to participate



End of the Year Appeals

- 30% of all annual charitable donations take place in December
- Businesses and individuals are often in a scenario where a charitable donation is required
- Nothing is automatic!



Winnebago Lutheran Academy
END OF YEAR APPEAL

Dear WLA Family,

It all adds up! Our Christian giving, no matter the size of the gift, all adds up! God uses gifts of **time, talents, and treasures** to impact the ministries that are a blessing to you!

It all adds up at Second Impressions Thrift Store. A fantastic group of volunteers gives of their time and talents in support of WLA. Those gifts become a treasure they give to WLA to support our ministry.

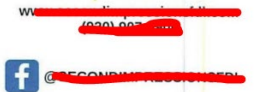
It all adds up this year to a **\$300 tuition grant** to every WLA student from Second Impressions!

It all adds up when we work together. Second Impressions is challenging you to help match part of the store's gift to WLA, dollar for dollar, as part of our End of Year Appeal.

support



Second Impressions strives to repurpose lightly used clothing, furniture, and houseware products through our Christian-based retail store. Our mission is for residents of Fond du Lac and the surrounding areas to have access to good quality, affordable products in a clean, comfortable, Christian atmosphere.



Integrate Your Marketing

You can enhance the results of direct mail campaigns by an average of

23-46%

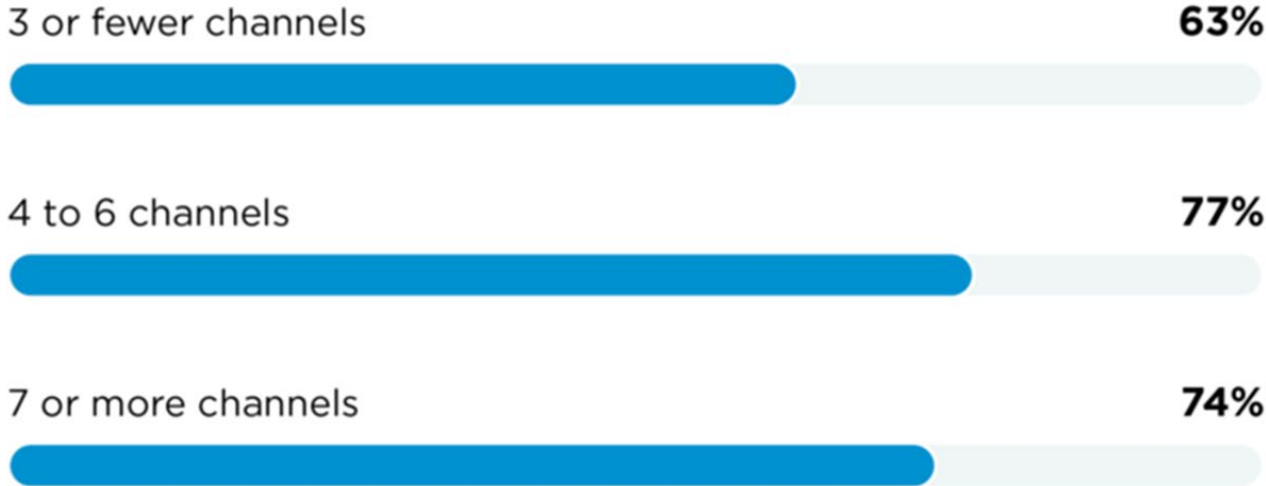
through integrated marketing strategies



Marketers who use **4 to 6 channels** in their multichannel campaigns report the best response rates.



Percentage of study participants who report good response rates and the number of channels in use.



Research shows that combining three or more channels delivers an average engagement rate of just under 19%, compared to 5.4% for single-channel campaigns. ~Forbes technology council

You Have To Stand Out

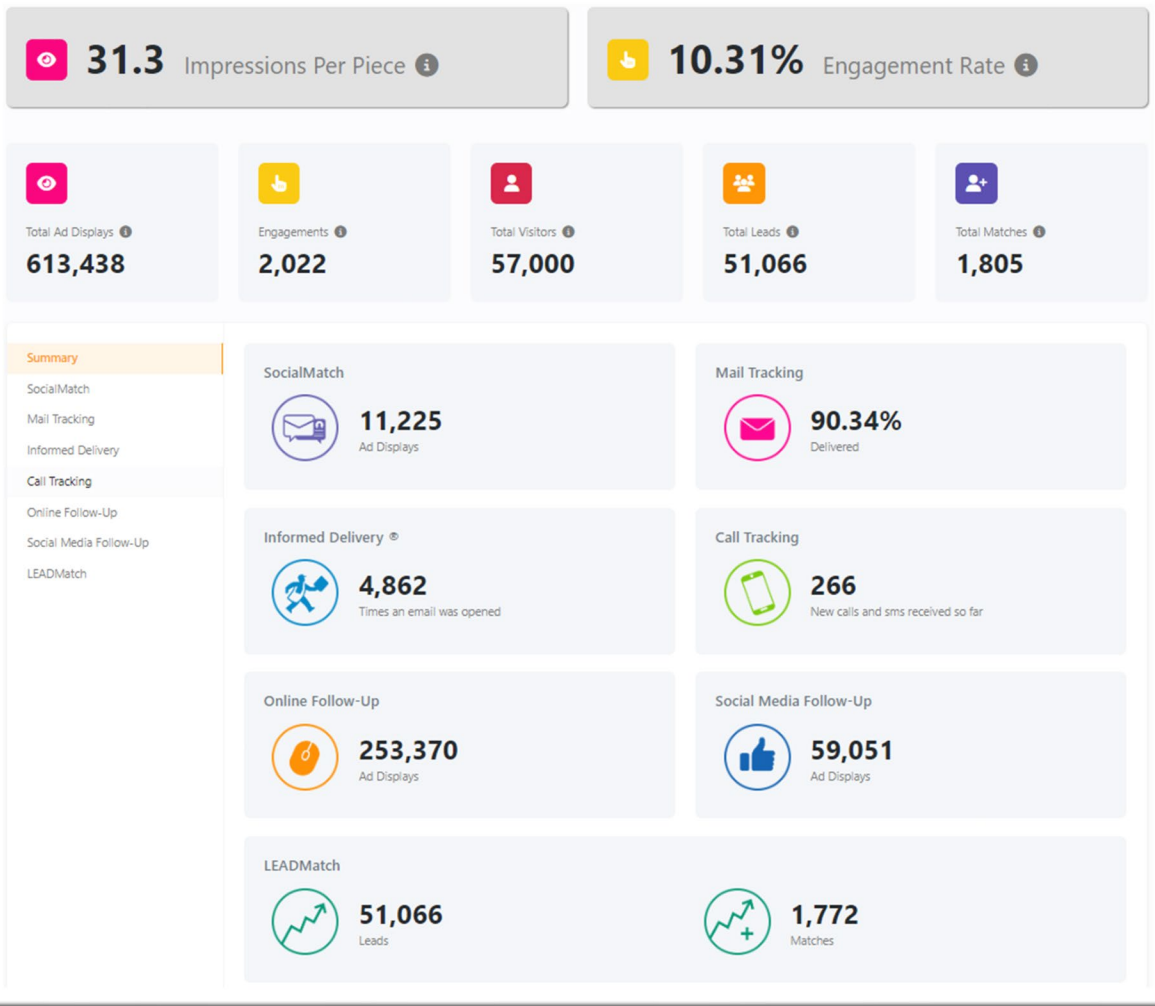
A **Unique Selling Proposition** is a factor that differentiates a product from its competitors. USPs can include cost, quality, or innovation in the industry with unique features or benefits.

*Pssst.... Having the best customer service is not a unique selling proposition!
Offering a free consultation is not a unique selling proposition!*



Wordsprint

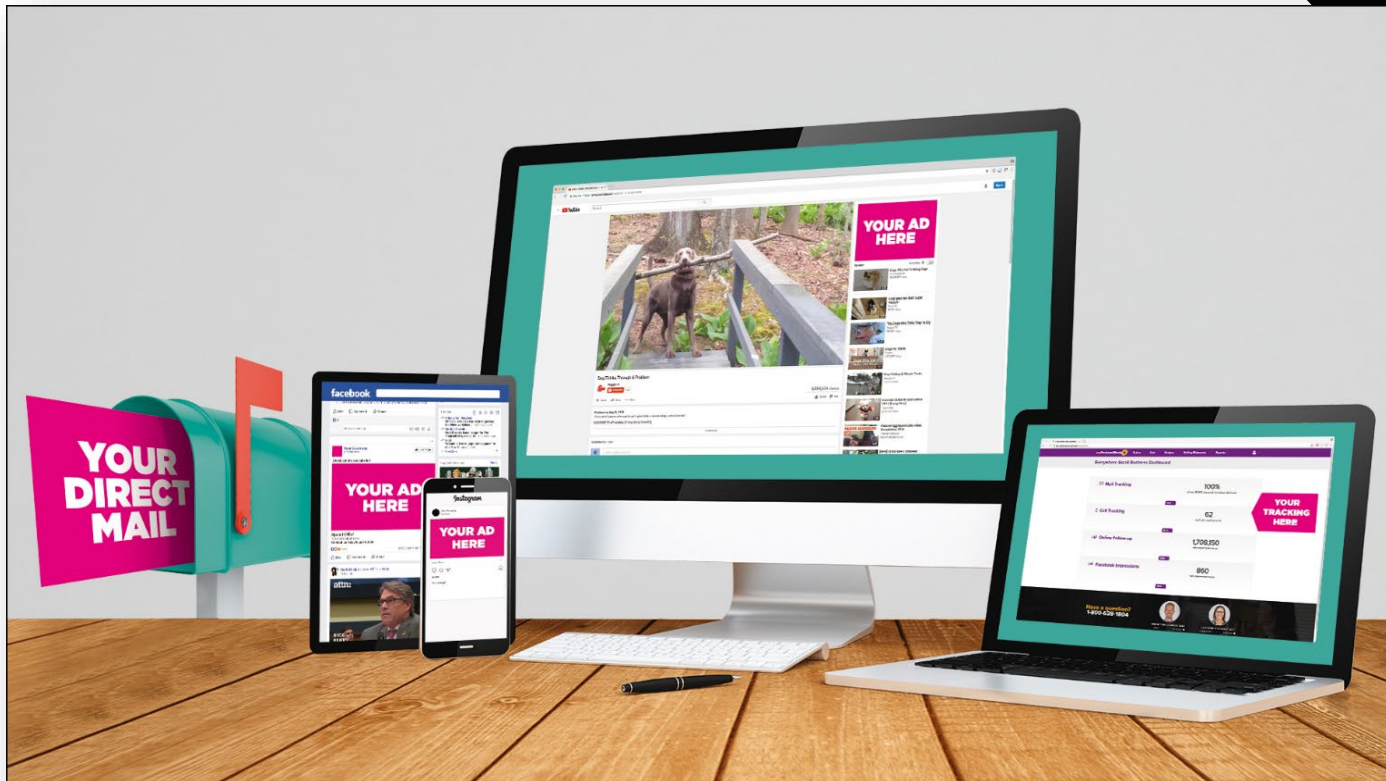
omnichannel marketing



What is Wordsprint Omni



Wordsprint Omni is a marketing-based solution designed to **seamlessly track the effectiveness of your direct mail campaign while enhancing the results** through the integration of digital platforms.



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

WHY Wordsprint Omni is for You

- 80% of sales are made between the 8th and 12th touch
- Get up to 8-32 touches to the direct mail recipients for pennies per piece.
- Real Time Trackable Results through a personal dashboard making it easier to see attribution and determine Return on Investment.
- Omnichannel marketing that integrates with the power of direct mail for an average **23-46% lift in results** over traditional direct mail.
- No lead left behind and no money left on the table!

Technologies strategically timed and delivered through an omnichannel marketing automation platform to drive maximum exposure and engagement for your direct mail campaign



SocialMatch



Mail Tracking



QR Codes



Informed Delivery[®]



Call & Text Tracking



Online Follow-Up



Social Media Follow-Up



LEADMatch



YouTube Ads



Discovery Ads



Google Geo



Social Geo



Addressable Geo

4 unique job styles determined by your campaign needs

Impressions = Expansion!!

100% Mail List Exclusive!!



+Plus



TargetMatch



8 Technologies to drive 8 to 16 impressions per piece for a 23-46% lift in response over a traditional direct mail campaign





SOCIALMATCH

Match Facebook and Instagram accounts to the mailing list to deliver social ads to feeds before, during, and after the mailer hits.



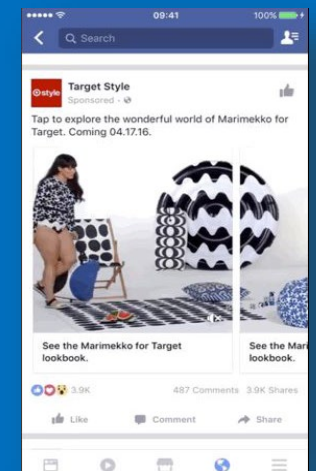
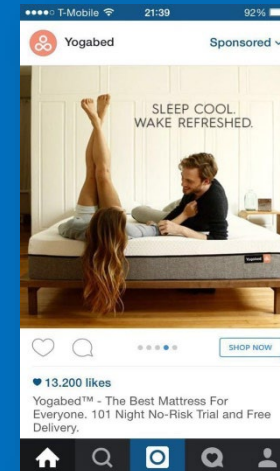
SEPTEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Mailing List



Match Found

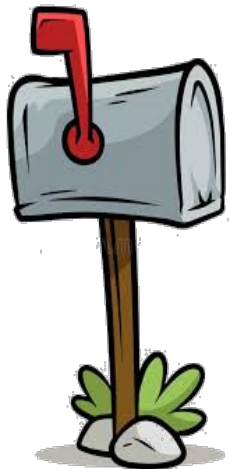
Match Found





MAIL TRACKING

Receive full transparency on when mail is expected to arrive in homes and confirmation of delivery. Be fully prepared to handle the response from your direct mail campaign.



Shipment Tracking

Delivered
Your package was delivered
Delivered on **Tuesday**.
Thanks for shopping at Amazon.

Shipping soon Shipped In transit Out for delivery **Delivered**

Intelligent Mail Barcode

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
BARCODE ID		SERVICETYPE		MAILER ID		SERIAL NUMBER										ROUTING CODE														

Powered By:

UNITED STATES POSTAL SERVICE® Gateway | USPS.com | Help

Informed Visibility®

Mail Tracking & Reporting

Welcome to Informed Visibility Mail Tracking & Reporting (IV®-MTR), the U.S. Postal Service source for near real-time letter and flat mail tracking information.

The IV-MTR application:

- Provides end-to-end mail tracking information for letter and flat pieces, bundles, handling units, and containers
- Leverages intelligence to create logical and assumed handling events to provide expanded visibility
- Improves ease of use through flexible data provisioning and delegation

Need more information? [Click here](#) for documents and BlueTube™ videos on how to navigate the IV-MTR application

Watch the IV-MTR benefits overview video.
For more information, visit the IV-MTR page on [PostalPro](#).

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 and be able to respond with a single click!

- **More than 51 million people are signed up with Informed Delivery**
- **Over 65% of people open their Informed Delivery alerts daily**
- **Informed Delivery average click through rates range from 4-11%**
- **57% recall seeing previews of campaign mail**
- **44% say this made them more likely to read the mail.**



INFORMED DELIVERY® Dashboard



Informed Delivery® ⓘ



77,193
Emails Sent



48,810
Emails Opened



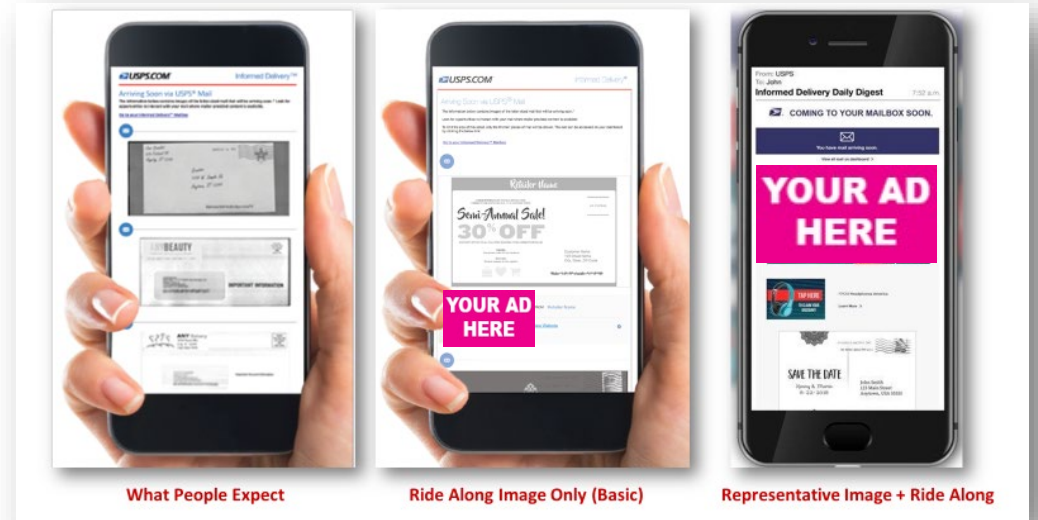
374
Ads Clicked

Emails Sent Emails Opened Emails Clicked



All Mailings ▾ Search Export

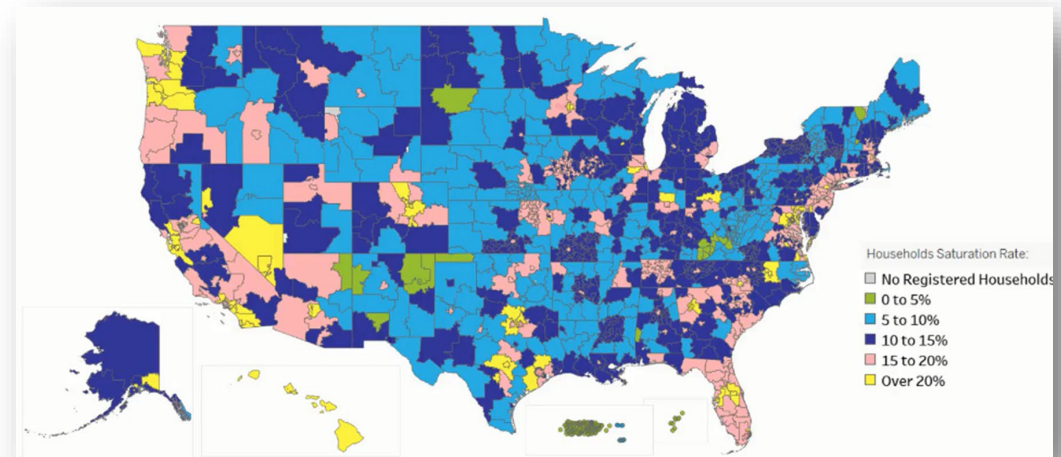
Date Email Sent Email Opened Email Clicked



What People Expect

Ride Along Image Only (Basic)

Representative Image + Ride Along



IDMatch



Get a report of the Informed Delivery[®] email recipients that received the email, opened it and clicked on the ad to show campaign attribution.

Emails Sent Emails Opened Emails Clicked **IDMatch**



Matches

25

Match Report Matches Purchased **Matches**

Pick one Mailing ▾

Search



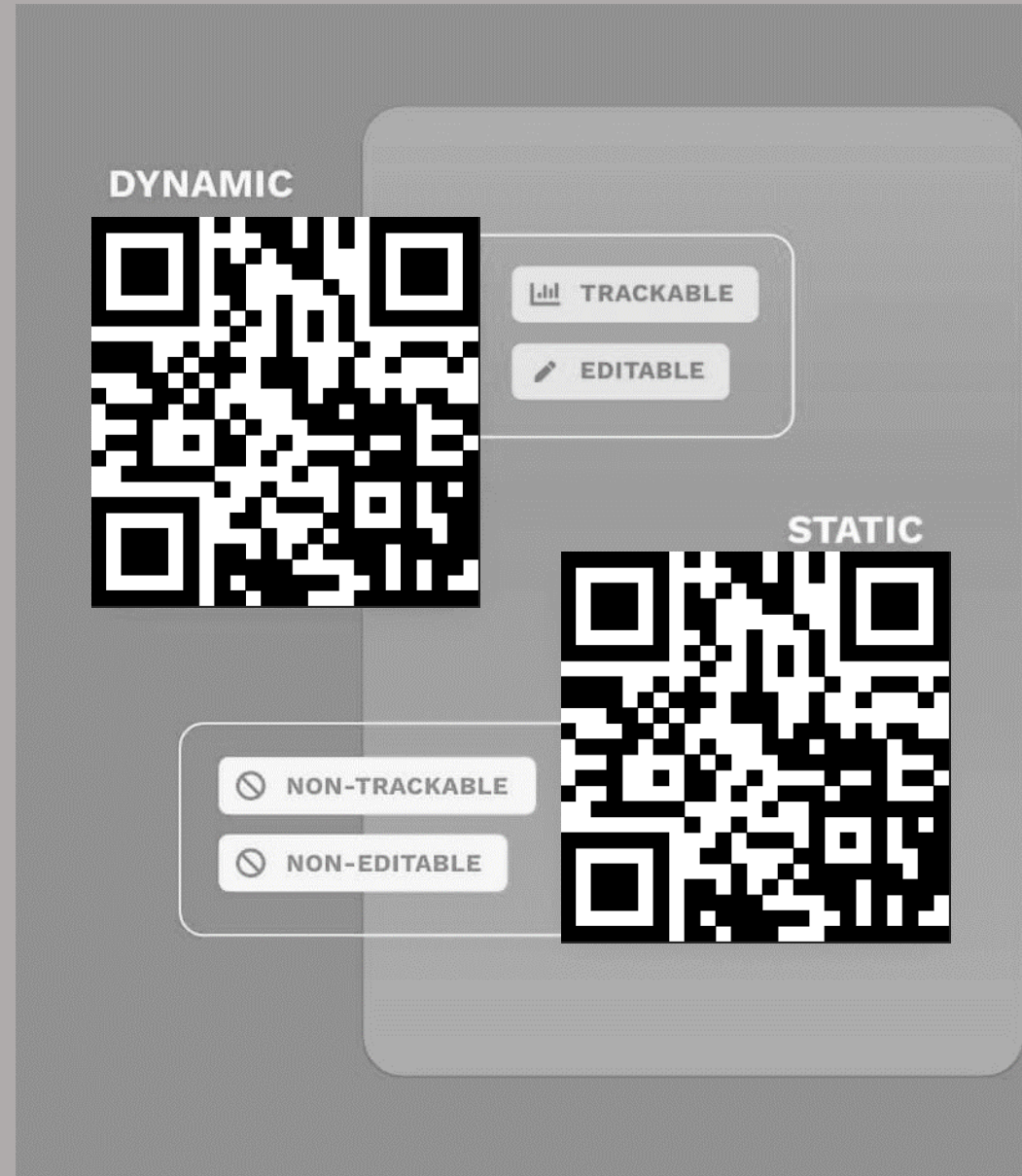
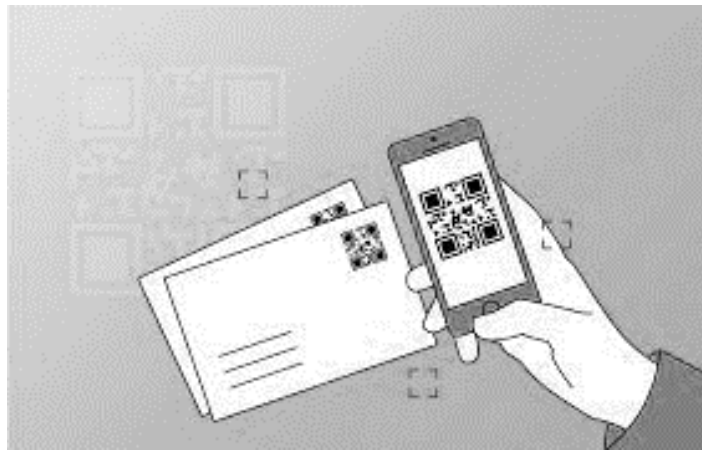
Export

First Name	Last Name	Address	Address 2	City	State	Zip	IMB Digits	Delivered	Opened	Clicked
Hyndes	White	4410000		Westborough	MA	01521	00000000000000000000	09/26/2020	09/26/2020	09/26/2020
Whitney	Whitney	1000000		Westborough	MA	01521	00000000000000000000	09/26/2020	09/26/2020	09/26/2020
Tre	Tromp	986 Missouri Vista Apt. 949		Lake Tremayne	TN	95133	0027090233837006977295133	09/26/2020	09/26/2020	09/27/2020 04:51
Whitney	Whitney	1000000		Westborough	MA	01521	00000000000000000000	09/26/2020	09/26/2020	09/26/2020



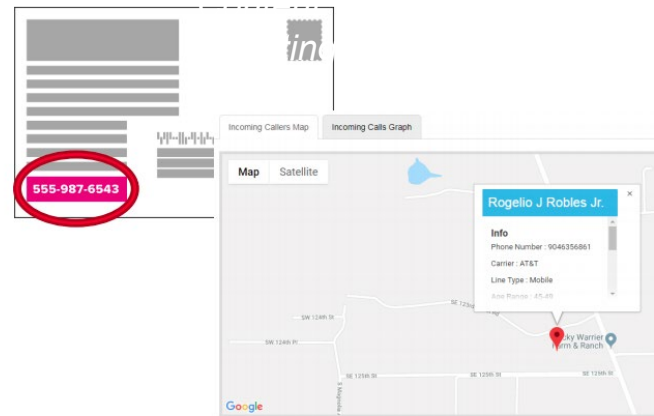
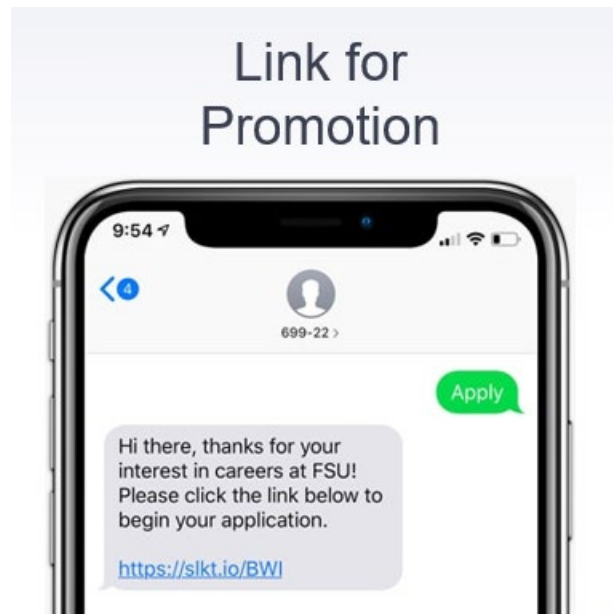
QR CODES

Maximize engagement with static or personalized QR Codes! Increase and track the response to mail through our custom reporting dashboard to see various types of scan data including who scanned.



Call & Text Tracking

Get access to live updates and recordings of every call you've received as a result of the campaign. You can also use the power of SMS technology to incorporate text messaging into your direct mail campaign!



9/30/18 12:22 PM	(727) 306-6155	(904) 635-6861	Rogelio J Robles Jr.	700 SE 123rd Street Rd	Ocala FL 34480	Person	Mobile	45-49	Male
9/30/18 10:24 AM	(727) 306-6155	(305) 892-4130	Kenneth P H Gibson	824 NE 125th St	North Miami FL 33161	Person	Landline	55-59	Male

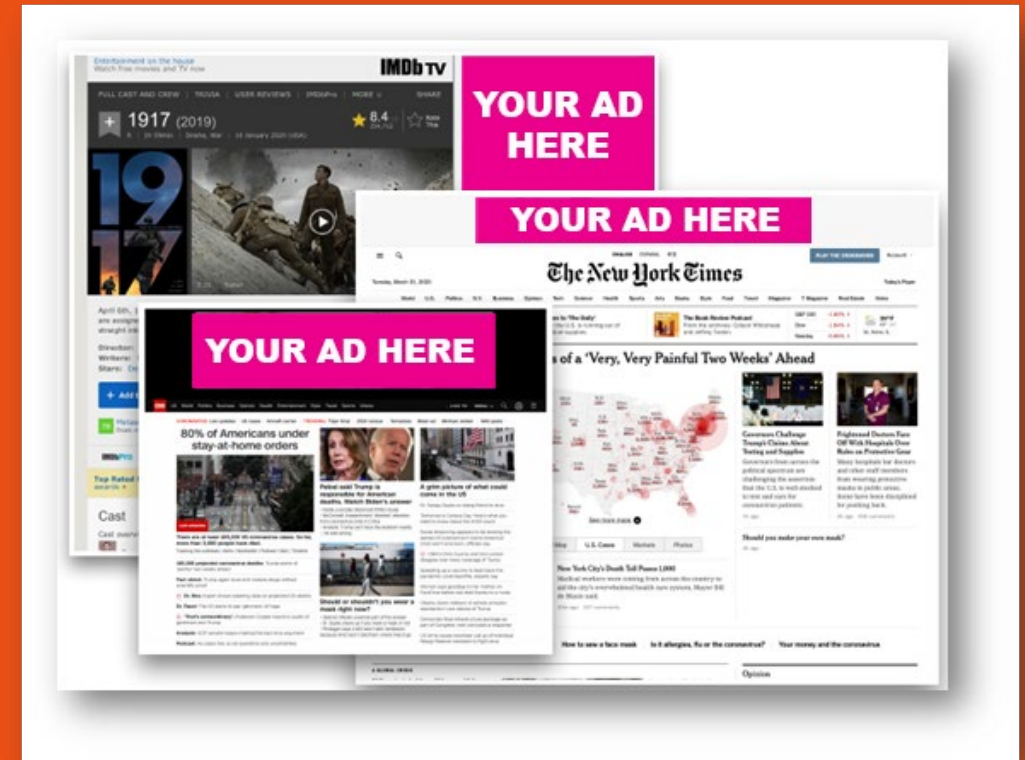


ONLINE FOLLOW-UP

Re-engage website visitors who left without taking an action by reminding them of their interest through retargeting ads on the Google Display Network.

90% of interested people will visit a website before calling

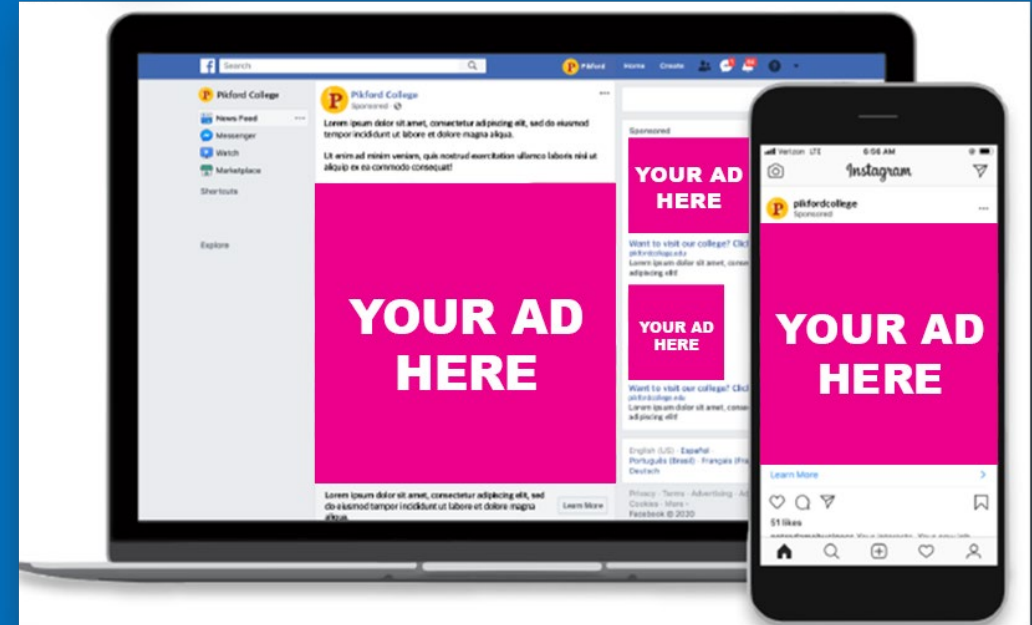
96%+ will leave the website without taking action...





SOCIAL MEDIA FOLLOW-UP

Re-engage website visitors who left without taking an action by reminding them of their interest through retargeting ads on Facebook and Instagram.





LEADMATCH

Identify Anonymous Website Visitors

Receive a list of anonymous website visitors and direct mail recipients who went to the website that includes contact information and what actions they took to build 9-18% response mailing lists and prove direct mail campaign attribution.



Potential customer visits your website & browses.



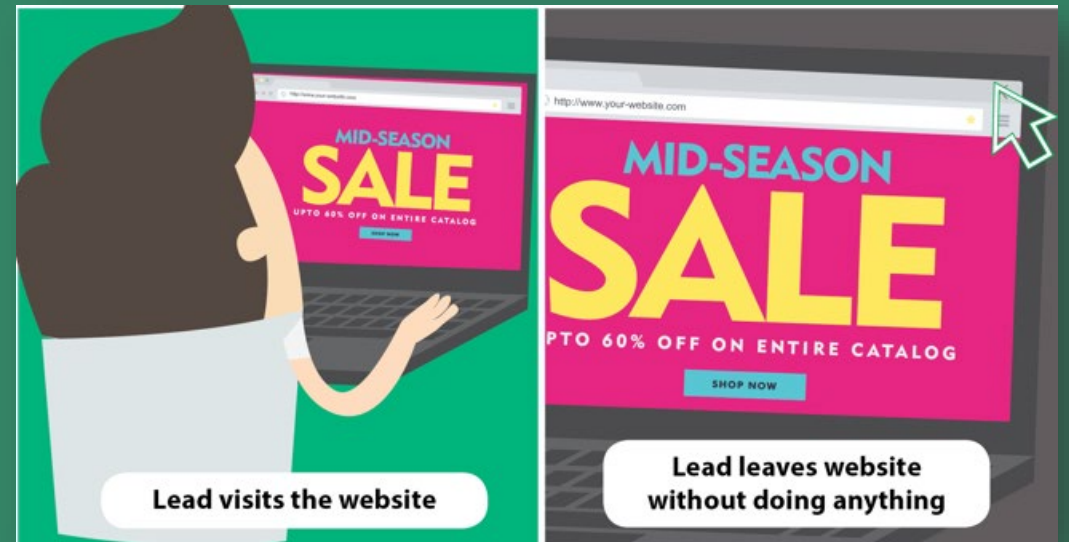
They leave without giving any contact information.



We match them with DeviceID technology and return a residential address to send a targeted mail piece.

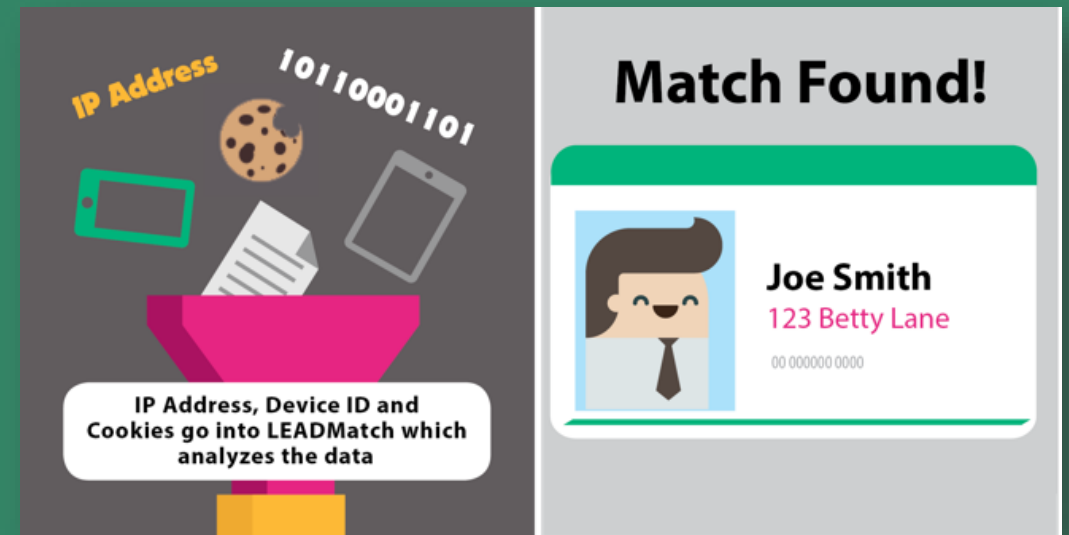


Visitor returns or reaches out to purchase, sign up or learn more.



Lead visits the website

Lead leaves website without doing anything



IP Address, Device ID and Cookies go into LEADMatch which analyzes the data

Match Found!

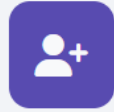
Joe Smith
123 Betty Lane
00 000000 0000

LEADMatch Dashboard

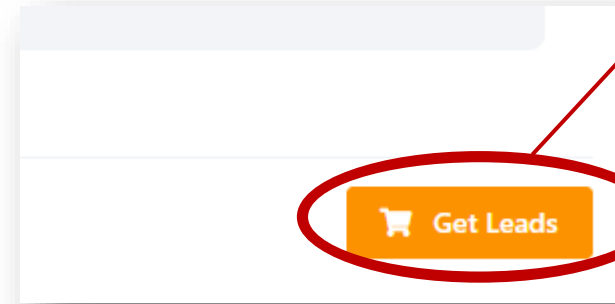
Overview Residential Leads Business Leads Matches Most Visited Pages



Leads
120



Matches
78



Notify us through the dashboard when you want to purchase your leads.

Lead Report Residential Leads Purchased Business Leads Purchased

 Get Leads

Leads	Matches
104	66 New Leads
16	12 Purchased Leads
120	78 Total Leads

Overview Leads Matches Most Visited Pages

URL	Number of Visits
http://dvaldaandsirco.com/	1,319
http://dvaldaandsirco.com/products	1,090
http://dvaldaandsirco.com/gallery	926
http://dvaldaandsirco.com/about	571
http://dvaldaandsirco.com/events	527

Street Name	Address2	City	State	Zipcode	Page Views	Most Recent Visit	Match	Name	Url #1	Num Of Visits #1	Time Spent #1	Url #2	Num Of Visits #2	Time Spent #2	Url #3
3849 Condit St		Seaford	NY	11783-2530	2	9/27/2020 21:50	Yes	Krup James & Anna	https://www.petri.com/?utm	1	0:00:00	https://www.petri.com/	1	0:00:00	
24 Coachman Ln		Levittown	NY	11756-4323	13	9/20/2020 18:27	Yes	Gor Rohmar & A	https://www.petri.com/?utm	8	0:02:00	https://www.petri.com/	3	0:00:55	https://www.petri.com/
434 Berg Ave		East Meadow	NY	11554-2304	6	9/19/2020 15:23	Yes	Podolski Jack & Stephanie	https://www.petri.com/?utm	3	0:01:45	https://www.petri.com/	2	0:01:27	https://www.petri.com/
955 Grand Blvd		Westbury	NY	11590-6126	15	9/19/2020 13:37	Yes	Gonzalas Jose & Tina	https://www.petri.com/?utm	6	0:00:56	https://www.petri.com/	5	0:01:31	https://www.petri.com/
39 Sherman Rd		Old Bethpage	NY	11804-1425	10	9/18/2020 21:25	Yes	Cooper Matt W & Mary	https://www.petri.com/?utm	6	0:00:00	https://www.petri.com/	3	0:01:50	https://www.petri.com/
2708 Sylvia Dr		Bellmore	NY	11710-1334	18	9/18/2020 17:46	Yes	Weintock Gary & Helan	https://www.petri.com/?utm	6	0:03:29	https://www.petri.com/	6	0:01:11	https://www.petri.com/
2410 Orangeside Rd		Palm Harbor	FL	34683-3348	2	9/18/2020 15:29	No		https://www.petri.com/?utm	1	0:00:00	https://www.petri.com/	1	0:00:51	
1834 Merrick Ave		Merrick	NY	11566-2730	9	9/18/2020 15:22	Yes	Copozzi Lou & Jamie	https://www.petri.com/?utm	4	0:03:11	https://www.petri.com/	3	0:02:22	https://www.petri.com/
2223 N 2500 East Rd		Watseka	IL	60970-6135	15	9/18/2020 15:18	No		https://www.petri.com/?utm	6	0:03:51	https://www.petri.com/	4	0:02:26	https://www.petri.com/

8 Technologies to drive 8 to 16 impressions per piece for a 23-46% lift in response over a traditional direct mail campaign



SocialMatch



Mail Tracking



QR Codes



Informed Delivery



Call & Text Tracking



Online Follow-Up



Social Media Follow-Up



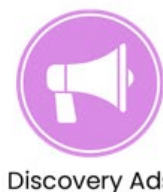
LEADMatch

12 Technologies to drive 16 to 32 impressions per piece lifting the response of your direct mail campaign

Expansion!



+Plus



Wordsprint Omni Plus

Use the full power of digital integration with this premium, full-service suite that includes YouTube Ads, Discovery Ads, and Google and Social Media Geotargeting in addition to our 7 standard features.



YouTube Ads



Demand Gen



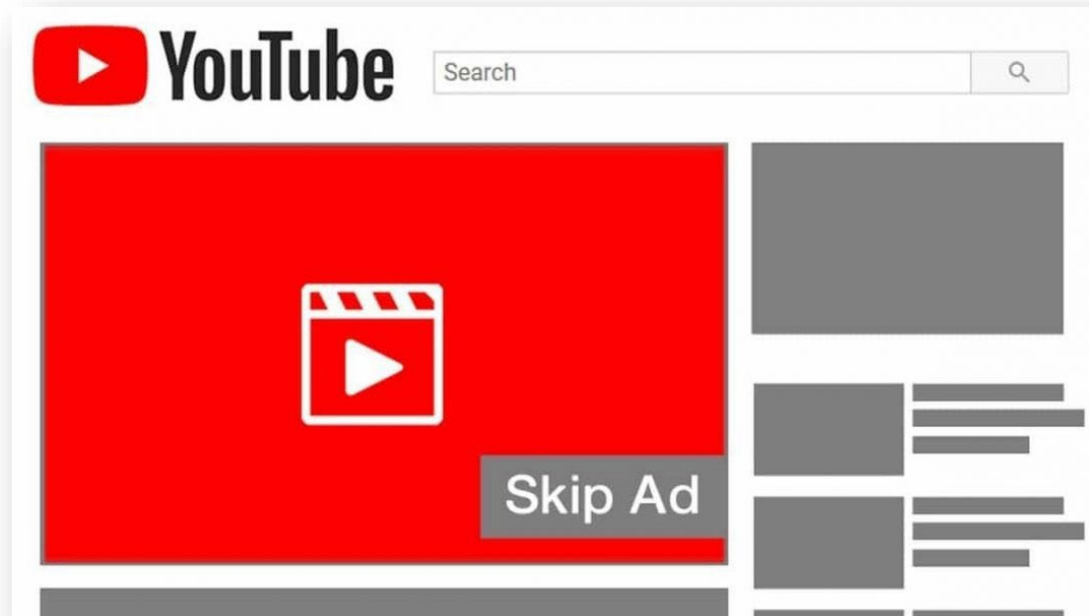
**Google
Geotargeting**



**Social
Geotargeting**

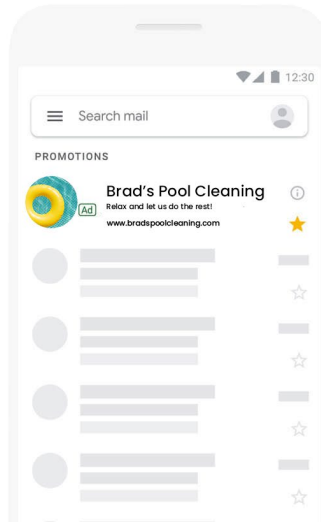
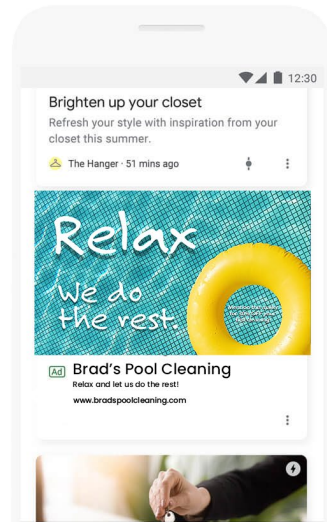
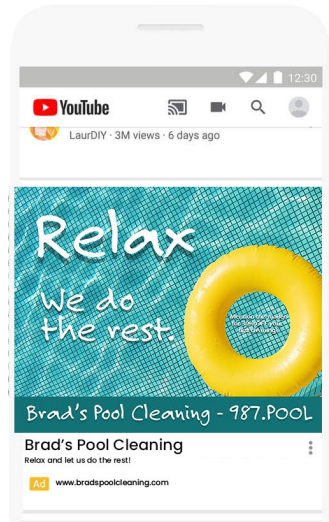
YouTube Ads

Capture attention and cut through the clutter with dynamic video instream ads! Serve video ads before users play their favorite YouTube videos to engage your client's audience.



Demand Gen

Serve ads across Google feed environments including the Google Discover feed, YouTube homepage, and the promotions tab in Gmail.



Google Geotargeting

Display ads in the Google Display Network to direct mail recipients, lookalike and affinity audiences geographically based on the mailing list target areas, keywords and keyphrases, and search/browsing history.



Advertisement for Brad's Pool Cleaning - 787.POOL

Website: Better Homes & Gardens

Navigation: EXPLORE | HOLIDAYS | GARDENING | RECIPES AND COOKING | DECORATING | HOME IMPROVEMENT IDEAS | SUBSCRIBE

Article: Biden to Urge More Scrutiny of Big Business With Executive Order

Article: Biden Tells Putin to 'Take Action' on Online Criminal Organizations

Article: C.D.C. Issues New School Guidelines, With Emphasis on Full Reopening

Article: What We Know About the New School Guidelines

Article: The Christian Right Is in Decline, and It's Taking America With It

Section: HOME & REMODELING TRENDS

Article: This Online Furniture Store Is the Best-Kept Secret for Discounted Secondhand Finds

Article: 6 Ways to Work Around Backordered Appliances to Keep Your Kitchen Remodel on Track

Article: 6 Ways to Make Money in Real Estate Without Owning a Property

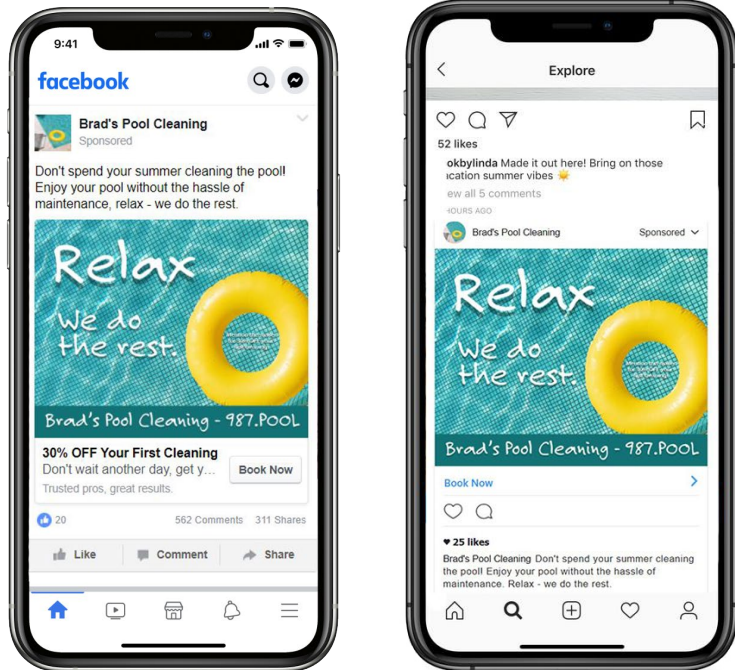
Article: When to Save Money via DIY Home Improvements and When to Call in the Experts

Section: Building a Home? Here Are 7 Major Industry Changes You Should Know for 2021

Text: Material shortages, low interest rates, and sky-high demand are creating unique challenges for new-construction homes.

Social Media Geotargeting

Display ads through Facebook and Instagram to direct mail recipients, lookalike and affinity audiences geographically based on the mailing list target areas, keywords and keyphrases, and search/browsing history.



7 Technologies to drive 8 to 16 impressions per piece lifting the response of your direct mail campaign



TargetMatch



SocialMatch



Mail Tracking



QR Codes



Informed Delivery



Call & Text Tracking



Addressable Geo



LEADMatch



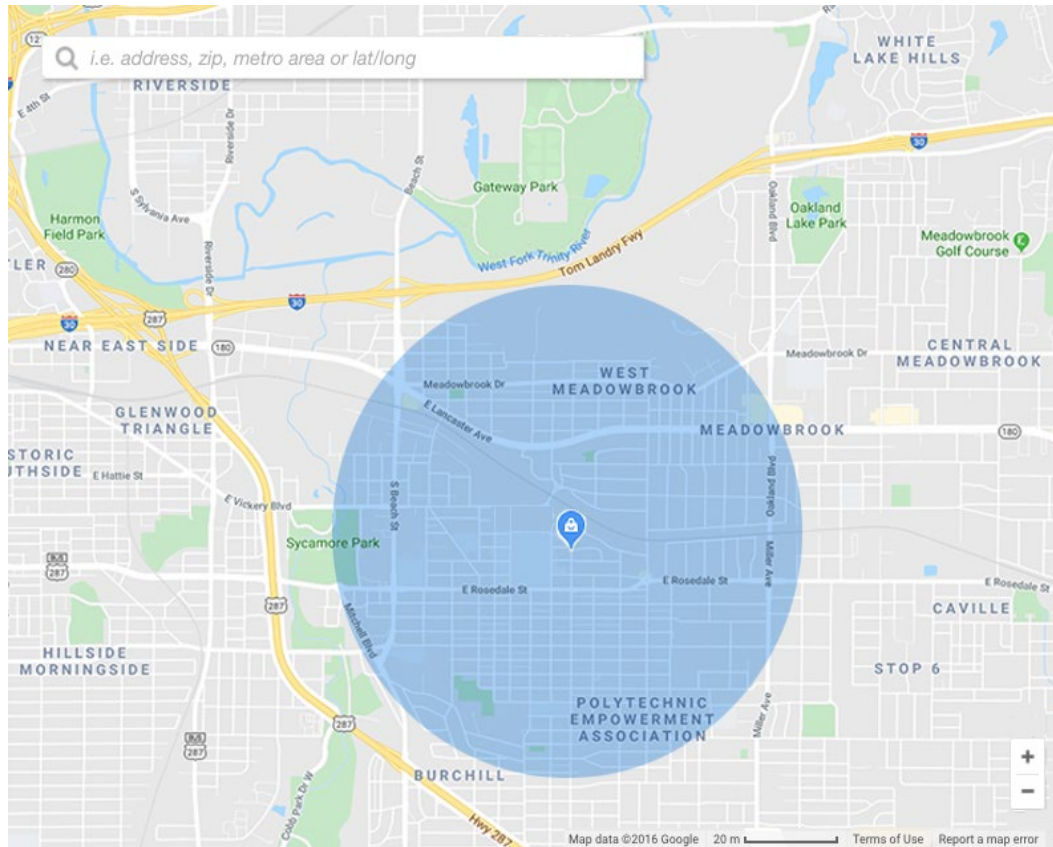
ADDRESSABLE GEO

Geofence the residential or business address of mail recipients to serve ads through the display network to all devices at the address. Track conversions to the website with our sophisticated pixel technology or by foot traffic in stores or commerce locations through device pings.

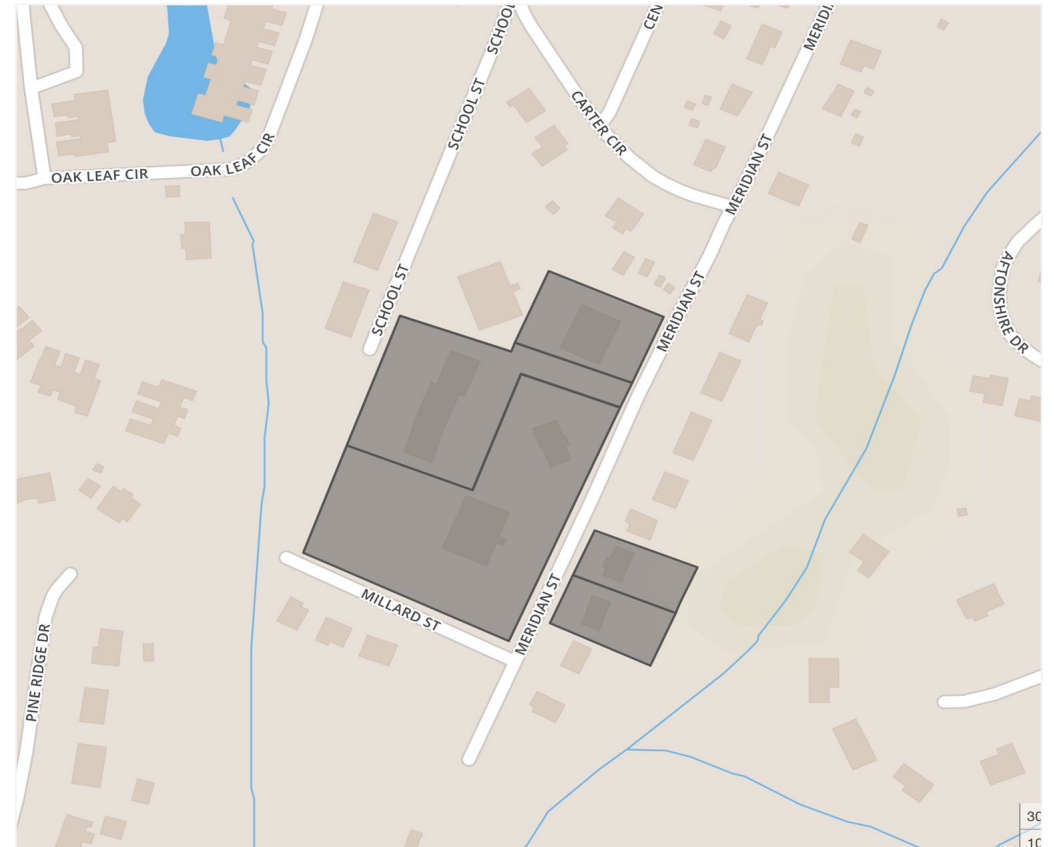


Precision

Targeting a distance around an address



Targeting the parcel





REPORTING

- Total Impressions
- # of Impressions by zip
- Total Clicks
- # of Clicks by zip
- CTR
- Audience Insights:
 - a. Age
 - b. Gender
 - c. Income
 - d. Education
 - e. Marital Status



11 TECHNOLOGIES
INTEGRATED WITH
YOUR DIRECT MAIL

8 to 16
IMPRESSIONS
PER MAIL PIECE

23-46% LIFT IN
RESPONSE

**pennies per mail piece*



POLITICAL

★ Power Up ★

- Average website conversions hover around 2 to 4% —96% of marketing respondents leave your website. (Invesp, 2022)
- Marketing campaigns that used direct mail and 1 or more digital media experienced a 118% lift in response rate compared to using direct mail only. (Merkle)
- Marketers using three or more channels in any one campaign earned a 287% higher purchase rate than those using a single-channel campaign. (Omnisend, 2020)
- Purchase frequency is 250% higher on omnichannel vs. single channel and the average order value is 13% more per order on omnichannel vs. single channel. (Omnisend, 2020)

23-46% Lift!



25% Response Rate on Direct Mail Retargeting!

Case Study Higher Education

THE RESULTS

- 14%** increase in target audience
- 53%** increase in total deposits
- 12%** increase in applications received
- 26%** increase in students admitted to deposits
- 22%** increase in student admission to completed applications
- 20%** increase in website page views



Total Ad Displays
2,655,056



Engagements
5,990

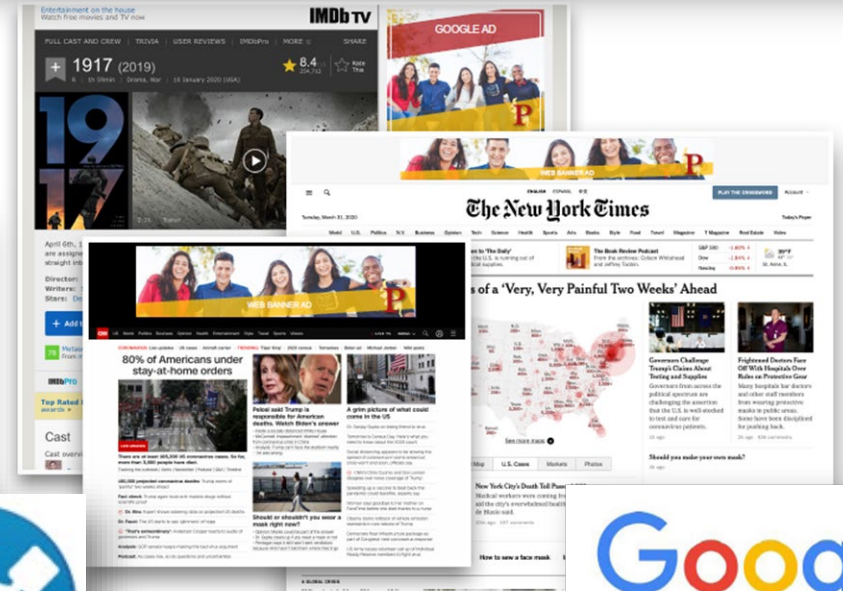
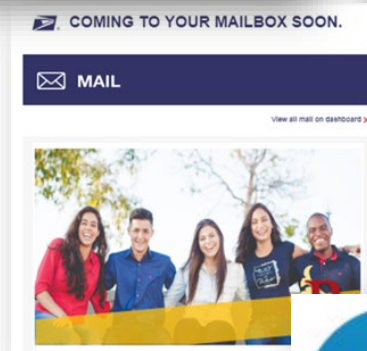


Total Leads
24,340



Total Matches
1,067

- **16 Touches** to target audience across all channels
- **3.52% Engagement** rate from target audience including clicks from all digital channels and **166 calls** and **4.2% re-engagement rate** on Social Media Follow-Up
- **4.38%** of identified website visitors were from the direct mail campaign.
- **25% Response Rate** from Direct Mail Retargeting to LEADMatch leads!



Campaign: CHURCH/NON-PROFIT FUNDRAISER



In 12 months:

- Increased giving by 25% for a total of 1.6 million dollars
- Generated 6,780 First-Time Donors
- Converted 5,400 Lapsed Donors
- Increased Monthly Donors by 78%





Case Study

Client

Political Candidate

Quantity Mailed

94,531

Target

Absentee Ballot Voters

Campaign Details

This campaign had an overall impression count of 634,581 (views by potential voters). That is a 6.72x increase in impressions over a traditional direct mail campaign not using integrated digital technologies. Candidate won election with 58.5% of the votes, attributes the victory to this program and will be pushing this solution to the state and national levels going forward.

Quote from client:

"Thank you and your team. Your help was instrumental in this victory."

POLITICAL ★ **Power Up** ★

Thank you!
Any questions?

Wordsprint
design print mail

