



digital post+

Increase Audience Views & Engagement



Capture Your Audience in One Location on All Devices



Have you ever wished you could speak to everyone in one location, but were lacking their email addresses or social media accounts? What if you could display an ad to everyone in one location for as long as you'd like? Then, having captured their device, you can address them again on all their devices at home, work or wherever they may roam. With [Digital Post+](#), you can capture devices online in multiple locations, then follow those devices home or at work without using cookies, email addresses or social media accounts.

Examples:

- Serve up a coupon for pizza to the whole stadium, then again at home
- Make a new album announcement to all your concert fans, then again at school with friends
- Request pledge commitments from all event attendees and later remind them to donate from home
- Let the entire tradeshow know you've got a great new technology (like Digital Post+), then offer an ebook with additional information to interested viewers after the show (hint! hint!)



Read More at mw-direct.com/resources

Regional Bank Uses Digital Post+ for 79% Campaign Lift

Case Study

Background

Digital Post+ has developed a revolutionary digital targeting tool that focuses online advertising to households based on their Internet Protocol (IP) addresses. Digital Post+ integrates offline household information with IP data to produce extraordinarily effective targeting segments that contain only qualified prospects, delivering the most relevant online advertising to a client's true audience, increasing revenue online and off.

Business Situation

A regional bank, located in the southeast United States, wanted to position itself as the premier regional banking choice for personal checking options in the region. The bank also sought to support efforts in growing the number of new checking accounts.

Solution

After completing a discovery process, our client decided to launch a Digital Post+ IP targeting campaign that would complement a targeted direct mail program. We built a one month IP Targeting campaign in selected regional areas to a targeted segment of the bank's direct mail list. The campaign was centered around new checking or business account acquisitions driven to a vanity URL that was created for the campaign.

Quick Facts

- Time on site for IP Targeting visitors was 40% higher
- Bounce rate was 3.5% lower than the site average
- Direct mail generated a response rate of 0.61%
- IP Targeting portion of the campaign generated a 1.09% response rate

Our client was happy with their overall ROI. By increasing their overall budget spend by 5.83% to add IP Targeting to the campaign, they gained a 79% lift in overall campaign effectiveness.



Increase Views & Engagement

Combine Targeted Display Ads & Existing Mailing Lists

Most marketers are faced with tough decisions when it's time to launch a major campaign. While there is proven value in direct mail, so much rides on that one in-home experience. If your piece arrives on a big mail day or your audience is distracted and not reading your piece, you've lost your chance to engage with them.



Get Seen Online Before, During and After Your Mail & Email Arrives with Digital Post+

How much more could you collect if you increase your campaign length by weeks or even months using Digital Post+? In one study of 21 varying nonprofit organizations, we saw nonprofits gain an average revenue increase of 42.92%!

Grow Your Base and Engagement with Digital Post+

Professionals nationwide are using our new technology to significantly improve response rates and engagement by combining in-home mailings with in-home display advertising for significant increases.



They have already benefitted from the ability to:

- Advertise online using only a mailing list
- Find their audience without using email, Google AdWords or cookies
- Continue to engage their audience on mobile devices anytime, anywhere
- Capture new email addresses on landing pages linked to their banner ads
- Track EXACTLY how new customers appear and what inspired current customers to spend more

Ted's Motorcycle Defied the Odds

Case Study



Background

At a time when the St. Louis Harley-Davidson market was down 20%, Ted's Motorcycle World saw a 40% increase in sales. Harley-Davidson corporate even gave them a call to find out how in the world they defied the odds. The difference was that Ted's Motorcycle World was advertising online using Digital Post+ IP Targeting (while the competition was using traditional advertising efforts).

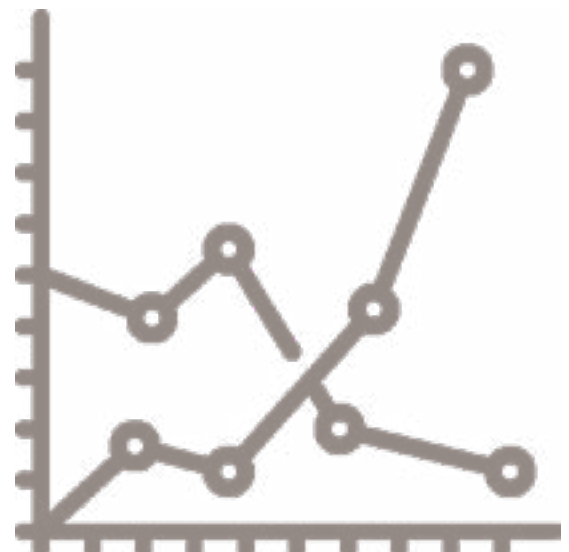
Business Situation

The deck was stacked against Ted's Motorcycle World. The market was experiencing a down-turn, and they were located 25 miles outside of St. Louis, making their location pretty inconvenient for St. Louis residents! There were six competing Harley-Davidson dealerships in the area, and the market was narrow — less than 2% of the US population rides Harley-Davidson motorcycles. Ted's Motorcycle needed to reach clients online with efficiency and accuracy or prepare for a decrease in sales.

Solution

To get Ted's up and running, all we needed was a good list. We pulled a list of Harley Davidson owners within 40 miles of the dealership. In the month of April 2016, Harley Davidson had a finance promotion, and we decided to promote it to Harley Davidson owners who had a high enough credit score to qualify.

Using Digital Post+, Ted's ran an ad campaign for this financing promotion, targeting 8,827 households with at least 95% confidence, from April 1st to April 30th. After serving a total of 529,581 impressions, Ted's Motorcycle World saw a 252% return on investment, and a 40% increase in sales. The numbers don't lie — IP targeting with Digital Post+ really works!



Increase Engagement with Digital Post+

Quick Facts



Setting Realistic Expectations

You can do this! Digital Post+ is an easy addition to your existing mailing campaign. We only need a couple days notice to tie IP addresses to home addresses and launch your ads. You can download our banner ad guidelines [here](#) or [call us](#) for a quote to make them for you.

Bonus Section

- Get a Great List! Need help cleaning or obtaining a great list? Contact one of our list experts today!
- No Cookies! Our technology does not use cookies – which means your ads are not blocked and you won't "follow" your prospects everywhere they go after your campaign ends – keeping your organization "creep free."
- We don't need email addresses – although you can capture new email addresses.

Pricing

As every list is different, we need to speak with you directly to create your quote and answer your questions. Prices are flexible and budget-friendly depending on the amount of people you want to capture, and the amount of impressions you would like to serve.

Increase ROI with Digital Post+

Campaign Checklist

It's Not Too Late!

You can increase ROI with our unique, integrated campaign plan combining display advertising and in-home direct mail to EXACTLY the people you want to reach most.

2018 Campaign Checklist

1. Send us your mailing list (Or ask us to help you buy and/or prep yours). It may include prospects, current customers, or even inactive customers – we just need the addresses of the people you want to reach.
2. We match your home or business addresses with their IP addresses, then serve your display ads on all their laptops, desktops, tablets or smart phones at home.
3. Ask us for a quote on any of the following campaign components:
 1. List purchase and/or hygiene
 2. Banner ads creation (or build your own)
 3. Direct mail
4. Let us know when you're ready to roll.
5. We will upload your list, match the IP addresses, create and/or upload your banner art and Go Live!
6. Our reporting makes ROI tracking a breeze. You'll know exactly who visited your website and whether they were inspired by Digital Post+. We're confident you'll be pleased with your new ability to share your message.

Once you go live with Digital Post+, your targets will begin to see your ads when shopping, reading the news, doing research, searching for a recipe – any time they land on a site carrying banner ads! And remember — once they have been served your ad at home, they may continue to receive your ads on their mobile devices and laptops wherever they may roam for the length of your campaign

To learn more about how Digital Post+ can improve your results while lowering costs, please [contact us](#) at info@mw-direct.com.





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