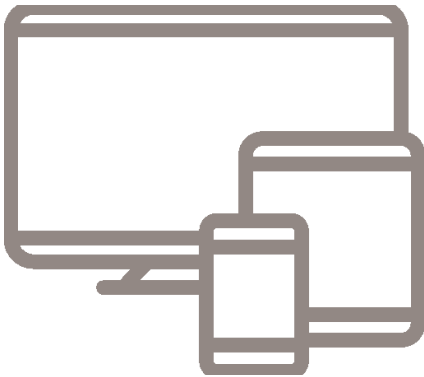


Retargeting with Direct Mail

Connect Online Activity With Direct Mail

Midwest Direct helps you target anonymous website visitors. We can identify the mailing address of your unidentified site visitors to serve them ads and send them targeted direct mail pieces. It's that easy!



1. Pixel The Site

By adding a pixel or connecting other Midwest solutions, we match IPs to physical addresses



2. Set Business Rules

We work with you to set the business rules on your site interaction to qualify and segment audiences



3. Match & Serve Media

After a visit to your site, qualified audiences are sent direct mail to the household within 48 hrs. of interaction

Retargeting Advantage

Most contemporary digital products can only retarget with cookies online. We take the digital breadcrumbs created by your site visitors and target them with display ads and a physical mail piece, brochure, white paper, or catalog delivered to the prospect's home within 48 - 72 hours of their web visit.

- The business rules are set from multiple variables to qualify consumers, e.g. pages visited, time on site, etc.
- We work with you to create scope and scale of your campaign to increase touchpoints and stay in budget
- These are your "hottest" prospects, so capture them now!

Create value from your website visitors with Digital Post+ and Reverse Append. **Get started today by calling 800-686-6666 or email info@mw-direct.com.**





data+

Programming, Analytics & Insights

- Customer identification
- Profiling, data-driven personas & buyer behavior
- Customer journey mapping
- Matchback analysis
- RFM calculations
- Custom online dashboards

Postal Preparation

- Data standardization
- Address correction (i.e. NCOA)
- Data entry
- Return mail services

Lists

- List rentals
- New movers

marketing+

Digital Marketing

- Email
- Landing pages
- Omnichannel dashboards

Digital Post

- Online display advertising
- In-home and out-of-home online ads
- Captive audience
- Venue replay
- Digital new movers
- Reverse append
- Mobile out-of-home ads
- Digital home canvassing

commingle+

Commingle Services

- In-house USPS detached mail unit (DMU)
- Full-service Intelligent Mail® Barcode (IMB)
- Regularly-scheduled pickups
- First Class (letters, postcards, flats)
- Marketing mail (letters and postcards)
- Palletized mail shipped directly to the SCF
- Barcode application

print & mail+

Print

- Customer communications
- Transactional print solutions
- Variable data and dynamic print
- Invoices
- Statements
- Commercial print
- Lithographic and digital print
- POP (point of purchase)
- Ad specialties
- Wide-format print
- Flats
- Postcards
- Letters

Lettershop Services

- Inkjet addressing
- Intelligent, camera-matching, selective inserting
- Tabbing
- Stamping
- Fulfillment
- Bindery
- Snappacks (pressure seal forms)