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Direct Mail

Reach your target market with a tangible, personalized message that captures attention and drives engagement

Talk to an expert
Garner Customer Loyalty and Drive Sales Offline and Online

Direct Mail is a powerful tool for new customer acquisition, current customer communication, winbacks, and re-activation of lapsed customers. It can drive both offline and online sales and garner customer loyalty, as brands are able to capture their customers' attention more effectively by adding direct mail to existing campaigns on digital, TV, and audio channels.

Precise targeting capabilities

Hyper-target the best possible prospects on a 1:1 basis with an impactful, tangible mailer delivered right to their mailbox.

Clear attribution methods

Using promo codes, toll-free numbers, and QR codes, we can confirm the effectiveness of direct mail, particularly when adding it to other channels.

Performance measurement and analysis

Using test/holdout panels, we run granular matchback analyses and accurate attribution.

Maximized engagement with personalization

Be more relevant with personalization capabilities, like targeting specific audiences with tailored messaging or offering personalized product recommendations.

High-impact creative

Creative messaging, imagery, and formats uniquely designed to resonate with each target audience.

Testing and optimization

Using matchback analysis data, we can isolate a direct mail campaign's impact on the overall return on ad spend.

We're here to help you grow your business.

Whether you have something specific in mind or just want to learn more about our services, we'd love to hear from you.

A member of our team will contact you within 24 hours.
Maureen G.

Ken S.
Tanner M
Name*
Email*
Job Title
Company
Phone Number
What can we do for you?*

Services
Performance Creative
CTV/OTT
Television
Radio
Digital Audio
Programmatic
Paid Search
Paid Social
Direct Mail
Sponsored Content
CRO
Out of Home
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Work Email*