Marketing Strategy Report

Analysis of PebblePost Website

Based on the analysis of the PebblePost website, here's a summary of notable points:

*   **Focus**: The website emphasizes performance marketing solutions, particularly using Programmatic Direct Mail (PDM) and Performance CTV.

*   **Key Features**: The core of their offering revolves around a "Performance Marketing Engine" that leverages data for precision and scale. They highlight their "PebblePost Graph," which connects online and offline data points.

*   **Solutions**: They offer both acquisition and retention solutions.

*   **Sustainability**: PebblePost emphasizes its commitment to sustainability by partnering with veritree and offering FSC® Certified paper options.

*   **New Product Launches/Press Releases**:

    *   The Evolution of CTV: Webinar

    *   The Marketer?s Guide to Programmatic Direct Mail

*   **Categories**:

    *   Competitors: LiveRamp, Neustar

    *   Marketing Software: Salesforce, HubSpot