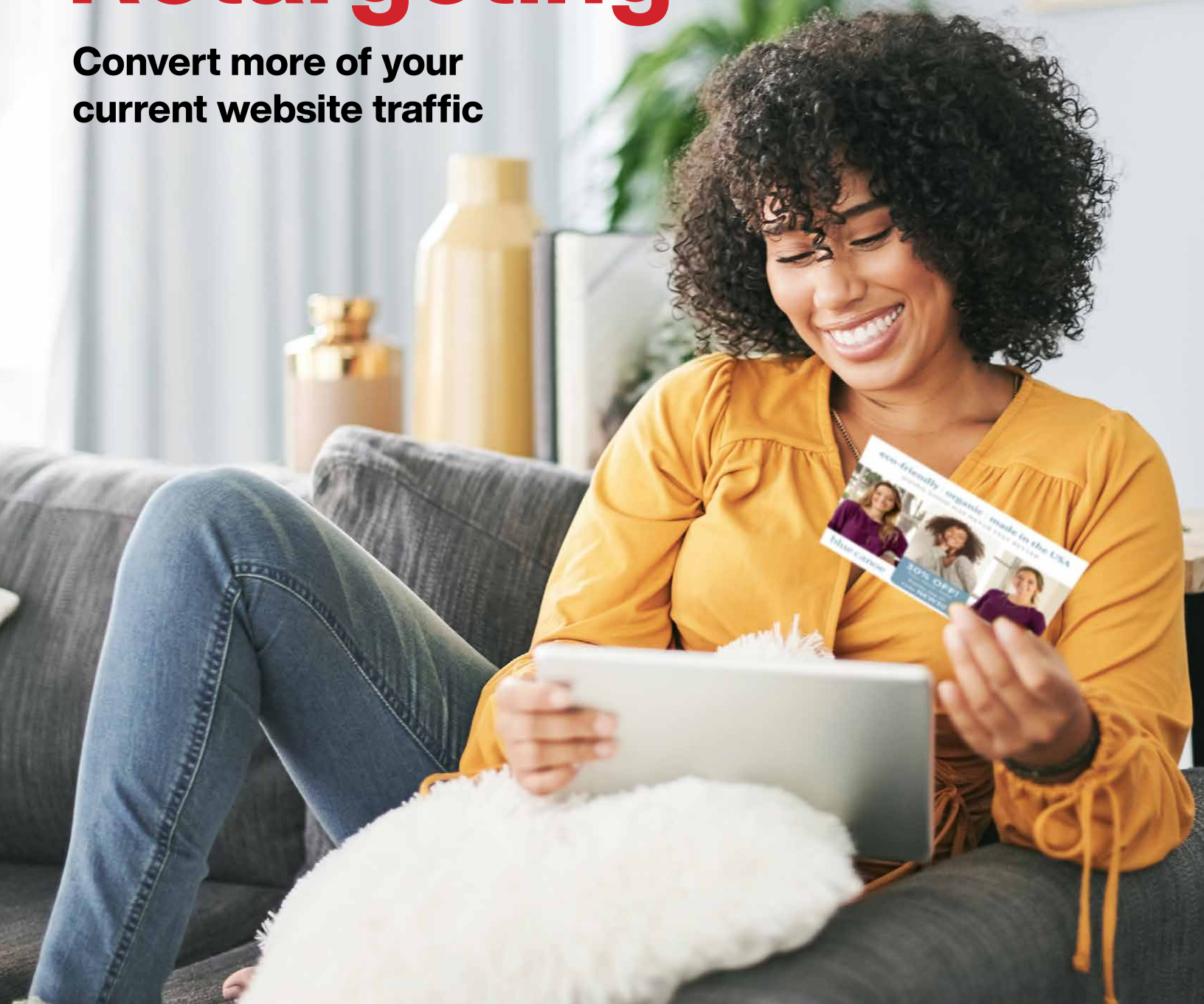


Direct Mail Retargeting

Convert more of your
current website traffic



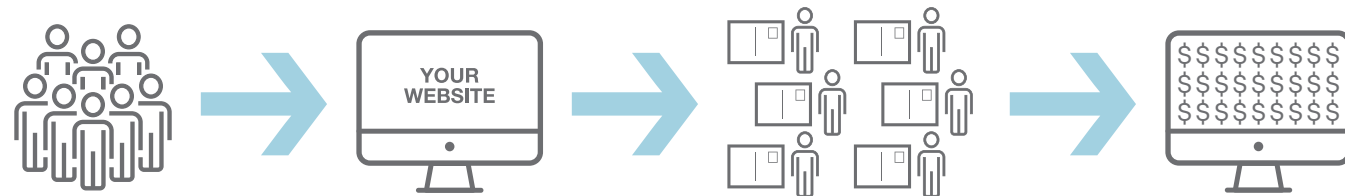
MODERN



Retarget anonymous website visitors with direct mail

98% of website visitors leave without buying

These prospects also overlook thousands of digital retargeting ads and hundreds of emails from all of the websites they visit, including yours.



Modern iO Direct Mail Retargeting automatically delivers postcards to the homes of your lost website visitors daily. That means your brand message is more likely to be seen than your competitors.



Budget-friendly, high response, easy to start

Direct Mail Retargeting combines the relevancy of retargeting with the response power of Direct Mail to help you recapture your lost website traffic.

- Target high-intent visitors
- No minimums, no contracts, no setup fees
- Daily or monthly budget controls
- Proven high response and return on ad spend

Free to start, flexible, and fits any budget

Our team of Direct Marketing Specialists will discuss your business needs, work with your budget, develop a plan, design your ads, and guide you through every step of this highly-trackable, results-driven marketing powerhouse.

HERE'S HOW IT WORKS:



1 Qualify your website

Confirm your business has the 3 metrics shared by successful Modern iO clients:

- Average Order Value = \$70+
- Customer Lifetime Value = \$300+
- Monthly Unique Visitors = 3,000+

These aren't absolutes, but if your website and business model looks like this, your program should yield a positive return on ad spend for getting a new customer.



2 Enable 1st party cookie data

We help you enable a 1st party, cookie-based "tag" that ensures your program is privacy compliant and has the highest address match rates possible.

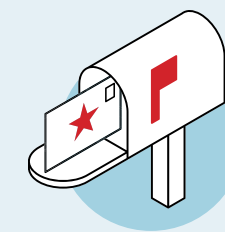
This means you can accurately connect with more of your lost website visitors without the hiccups and problems of IP-based matching.



3 Target your mailings

Set filters to target visitors who go to specific pages (like abandoned carts), are in geographic areas, and more!

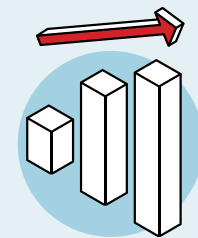
Based on your site and business, we'll work with you to best set up filters and rules so you can mail to an audience most likely to convert.



4 Create the most effective postcard

The messaging and layout for Direct Mail Retargeting are different than targeting cold prospects with traditional mail. These prospects already visited your site and have shown buyer intent.

Focus on the story of why you're different, and drive them back to your site with a compelling offer and reason to return. We can guide you on using the right message and offers that trigger response.



5 Optimize for best performance

Using the program performance metrics in your dashboard, we help you evaluate your ongoing results, and optimize any of the key campaign leverage points.

Whether it's who you target, which pages you target, or the message and offers on your postcard, we can help you identify what to adjust and develop the right testing strategy to optimize your program's results.

Current Modern iO customers with proven results from a variety of businesses and industries:



e-Commerce

Retail e-commerce gets 10x Return on Ad Spend



Consumer Services

Consumer financial business gets cost-per-lead of \$17



Business-to-Business

Software company has return-to-site rate of 24%



Organizations

College institution has return-to-site rate of 38%



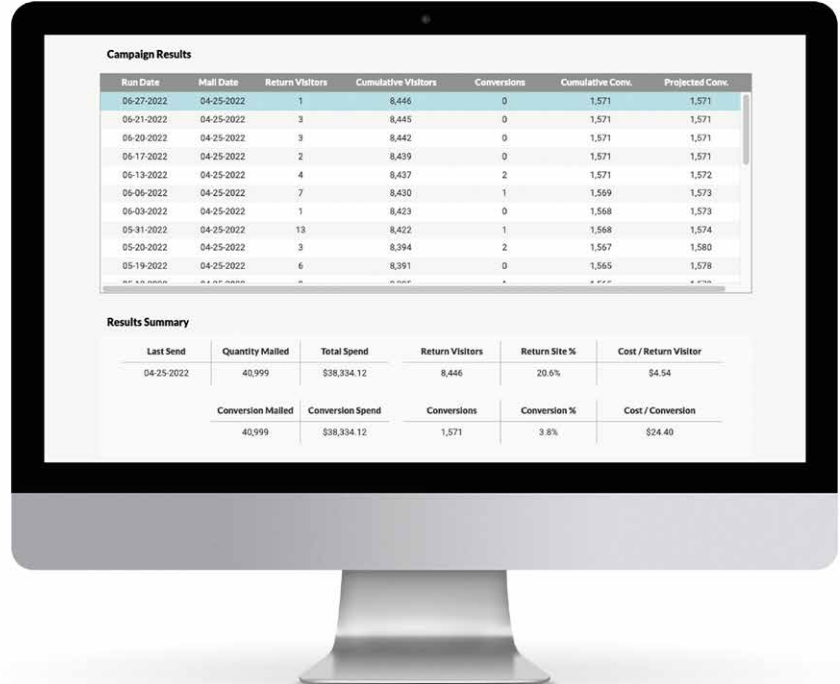
“When I factor in lifetime value, it’s 19x return”

“There’s a gut-level reaction to seeing how many visitors left your site but could be mailed to each day. We are thrilled with the results. We’re now seeing 8x return on ad spend. And, when I factor in lifetime value, it’s 19x return.”

—Laurie Dunlap, Founder and CEO, Blue Canoe

Real time reporting at your fingertips

You’ll have 24/7 access to your very own Modern iO Dashboard so you can keep track of how well your campaign is performing. Your dedicated Direct Mail Retargeting expert will also be available to answer any questions and walk you through the data.



Ready to reach website visitors and grow your business?

We’re here to help. Contact us today for a free consultation and project quote!

866.959.8365 | modernpostcard.com/io