



Digital Retargeting Moves to the Next Level ... Offline!

By Dave Smith, Founder/CEO, Incremental Media

Imagine if you could capture the mailing addresses of the people who anonymously browse your website, score their browsing activity, marry that score to offline purchasing history, and select the most qualified candidates to promote to — all in real time. Consider the potential of combining this information with the ability to digitally print a postcard the next day; vary the offer, image, and copy based on each individual's browsing habits; then mail it, first class, to be received within 1-3 days.

It's now possible. You've invested a lot of money to drive visitors who don't buy to your website. In fact, you don't even know who they are. Now you can capitalize on that investment and turn those anonymous visitors into new customers.

How Does It Work?

Address Identification

A single line of JavaScript is placed on the pages of your website, utilizing cookie technology that enables the matching of a computer, tablet, or mobile device to a database where a reverse lookup of the address associated with that computer is accomplished. Typically, 60-75 percent of anonymous browsers' mailing addresses can be identified.

Scoring of Web Browser Activity

The same technology used in online digital retargeting is used to review each visitor's browsing history. Someone who comes to the home page for just 15 seconds before leaving receives a lower score than someone who does a deep dive into the site. A browser who spends more time looking at one product vs. another can be targeted accordingly. As a campaign progresses, more data is gathered and scoring is fine-tuned.

Offline Scoring

A cooperative database with the purchasing history of hundreds of millions of individuals is used to further score the visitor, adding to the optimization process in determining the best prospects to mail.

Digital Printing

By utilizing digital printing, each printed piece can be personalized, enabling the marketer to produce customized postcards and direct mail pieces targeted to the browsing patterns and offline purchase history of each individual.

Timeliness of the Promotion

By using first-class postage, you can reach the targeted visitor within days. Someone who visits today has a postcard printed and mailed tomorrow — and received in 1-3 days.

The timeliness helps to increase response rates and return on investment.

What Sort of Results Can You Expect?

Marketers are experiencing return on investment of 7-10x ad spend. As one mails deeper into the model, ROI of 5x and 3x ad spend are common.

How Can You Get Started?

Incremental Media offers a turnkey solution to implement a Digital Retargeting Postcard program. We manage the entire process. The only thing you need to do is place a single line of JavaScript (that we provide) on each page of your website. The rest is handled as follows:

Optimization and Model Scoring

Our team analyzes the browsing activity and offline data to score all web visitors and determines the best prospects to mail.

Privacy Policy Guidance

We provide recommended wording to add to your privacy policy to help ensure compliance with industry privacy standards.

Creative Development

We develop the creative and recommend offers to produce the most responsive piece. We recommend making an offer to the prospect that is a bit stronger than what he or she saw on the website. This incentivizes them to close the purchase or generates a lead.

Printing and Mailing

Utilizing the best digital printing options, we will print and distribute pieces to your prospects on a daily basis.

Optional Customer Suppression

If the objective is new customer acquisition, you can provide your customer file to a third-party service bureau to prevent postcards from being mailed to existing customers. If your goal is customer reactivation, this step is not necessary.

Campaign Management

We will monitor and report on your results. Tracking can be via toll-free 800 numbers, variable web URLs, promo codes, or data matchback against those individuals who received postcards.

Provide Rollout Strategies

Based on the results produced, we will recommend optimization strategies for data selection, creative testing, offer, and copy.

It's easy to get started, and you can be up and running within weeks.

To learn more about Digital Retargeting Postcards, you can reach Dave Smith at (516) 557-2000 or via email at dsmith@incrementalmedia.com.