POSTAL REMARKETING

Postal Remarketing is a retargeting strategy that captures information from your website visitors. With consumer data, we locate the individual postal addresses to enter them into a direct mail retargeting campaign.

Bridge the gap between online and offline marketing with Postal Remarketing.

Recapture the attention of your website visitors by delivering a personalized message to their mailbox.

Postal Remarketing makes it easy to:

– Convert online traffic into direct mail responses

– Develop a mailing list guaranteed to be your target audience

– Recapture the attention of lost website visitors

20%
of postcards sent trigger a return visit

How It Works

1. Streamworks tracks your website traffic to collect visitor IP Addresses and device IDs.

2. Using consumer data, we match a postal address to the IP Address.

3. Digitally print and mail a personalized 6x9 postcard within 48 hours of the website visit.

Program Pricing:

■ Program set up & pre-mail data hygiene $1500

■ 6x9 Postcard Design – Additional if not provided by client, $125/hr

■ Print and Mail – $1.50 per postcard – Includes First Class™ postage

■ No daily minimum

■ Mailed with 48 hours of website visit

Above prices are for one tracking page and one postcard design.

Add $625 per additional creative set, as needed.

Turn online visitors into real-world customers—with Postal Remarketing from Streamworks. Contact us today.

streamworks

imagewërks MARKETING | MAIL SOURCE | 1·2·1 MS

800.328.5680
info@streamworksmn.com
streamworksmn.com