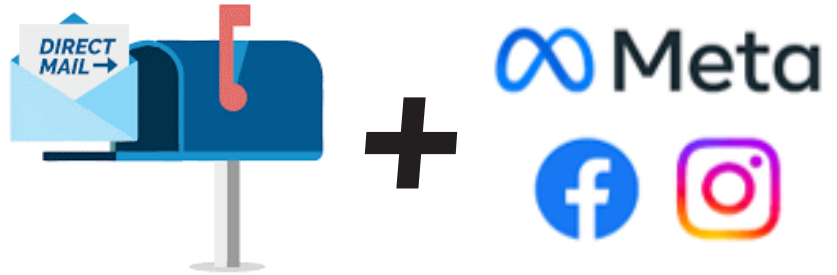


SOCIAL SUPPLEMENT

Enhance Your Next Direct Mail Campaign

Simultaneously Engage Direct Mail Recipients on Facebook & Instagram and Generate Opt-In Leads During Your Campaign



223M —

people access Facebook every month in the U.S.

78% —

find social media useful when deciding on a new automobile purchase

60% —

of auto consumers in the US use Instagram for automobile-related activities.

60%+ Meta Match on Direct Mail Manifest!

Engage customers where they are most active – on Social Media. This Multi-Channel approach targets 60%+ of your Direct Mail Manifest with Facebook Display + Lead Ads while your mailer is in homes. Ads reiterate Direct Mail content and lead style format is integrated smoothly to create a user-friendly experience to supplement your mailer. Users on Facebook & Instagram can click to access a pre-populated form with pertinent contact details including name, phone number and email address. This convenience allows them to choose the information they wish to share and leads are source coded & sent directly to your CRM, enabling you to follow up swiftly.



SMALL \$1,695
(5k mailer)

MEDIUM \$2,695
(10k mailer)

LARGE \$3,695
(15k mailer)