

SiteChaser
Re-targeting with Direct Mail

**Converting
Anonymous
Web Site
Visitors to
Buyers**

Opportunity

Create Value from Anonymous Website Visitors

- Identifying anonymous website visitors at their physical address allows you to communicate directly with people who are interested in and engaged with your brand.
- By connecting an anonymous visitor's online visit with offline direct mail, you can send a highly-relevant message and create value from previously unidentified visitors.

HOW IT WORKS » USING A WEBSITE PIXEL WE CREATE FOR YOU

#1



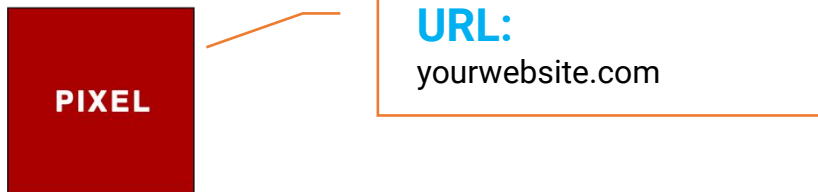
Place our unique tracking pixel on your website

#2

- ✓ Pages visited
- ✓ Frequency of visit
- ✓ Destination URLs
- ✓ ~~Thank You page~~ (omit those that buy)

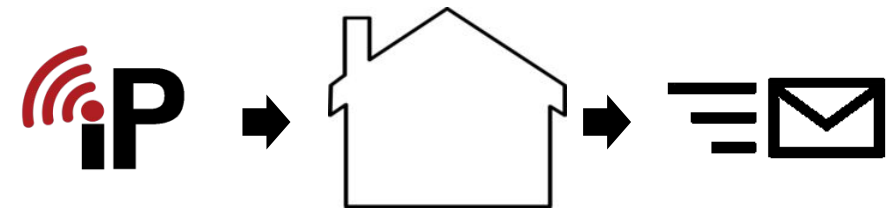
Set trigger points for IP capture as well as those not to capture.

#3



Pixel collects IP Addresses of anonymous website visitors.

#4



Each night the IP Addresses are matched to physical addresses.

Our matching and algorithm process combines unique public data elements to hyper-accurately map an IP address to a home address.

HOW SITECHASER WORKS » WHAT THE WEB VISITOR SEES



Person navigates to website



Performs one of the specified trigger points (did NOT convert).



A First Class piece is mailed.



CONVERTED

Does not perform one of the specified trigger points.

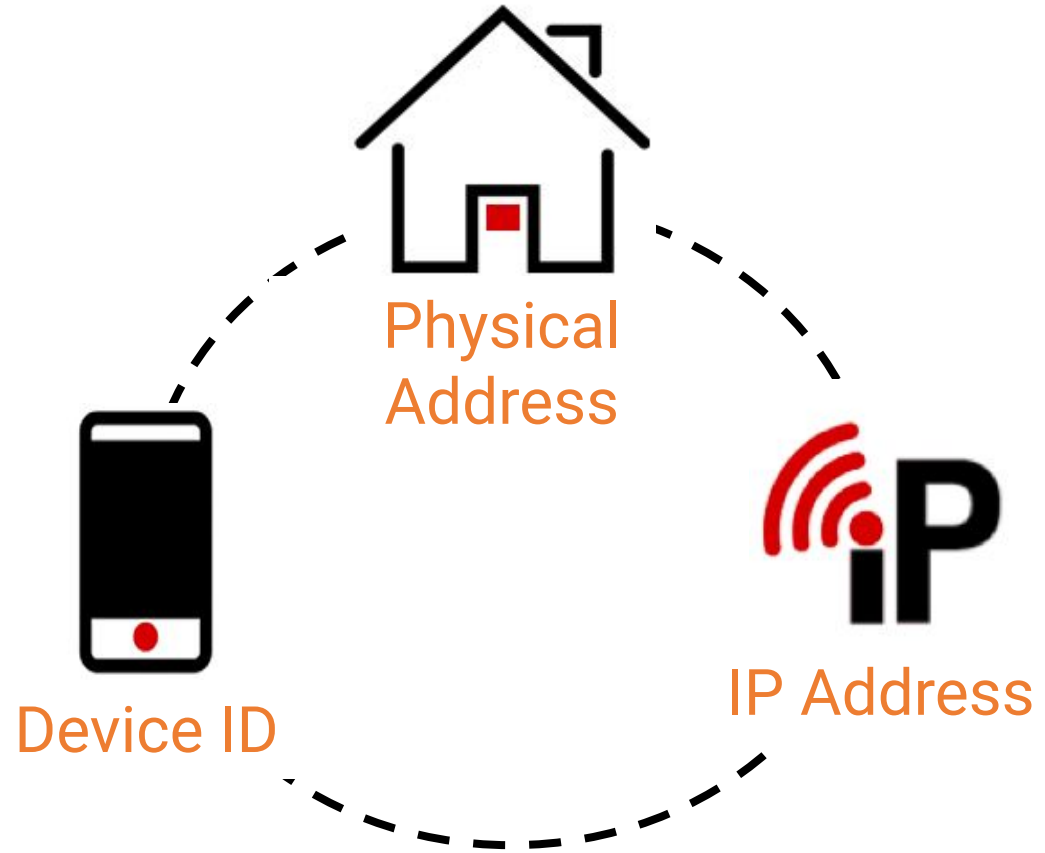


IP Address is bucketed and can potentially be used for different messaging and strategy.

Connecting Across Three Data Points

Lead with the Household

- By leading with the household, there's a more empowered, validated and permanent approach to identifying and engaging with target audiences.
- Any gaps within the eco-system can be filled using patented technology. For example, with a website visitor's IP address, the device ID and physical address can be identified.



Possible Engagement Business Rules for Pixel

- Identify all visitors (even those that logged in).
- Identify only anonymous visitors.
- Identify anonymous visitors with more than the average number of page views.
- Identify visitors who visited one (or more) particular page(s).
- Identify visitors who visited the page of a certain franchise.
- Omit those who submitted a form, request or order.

THE OPPORTUNITY

CASE STUDY

THE CUSTOMER

A national health and wellness company deployed additional marketing efforts to increase their sales. Using our SiteChaser program, we placed a tracking pixel on their website, and appended a mailing address for each prospect. Then we sent a unique direct mail piece with an offer to encourage prospects and previous clients to convert.

THE RESULTS

The client saw a 1,900% lift over other similar direct mail offerings from this client. With this tangible remarketing, these highly engaged but previously anonymous prospects with a direct mail piece, we were able to deliver increased value and superior ROI.



1,900%

ROI compared to the other
direct mail offerings

What Next?

- 1. Early Express can create a pixel TODAY, at no charge, so you can start to see the available opportunities.**
2. Identify and monitor on-site behavior for 2-4 weeks to refine and finalize engagement business rules.
3. Define direct mail program during monitoring phase.
4. Deploy direct mail program so you can monetize the previously anonymous website visitors and improve results.

Contact

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