

What is Direct Mail Retargeting?

In the world of direct mail, retargeting and remarketing are interchangeable terms. Both describe the process of engaging a customer right after a website visit using a triggered direct mail piece. Digital ads may be part of the plan as well.

American Litho's **PROVEN RETARGETING PROCESSES** gather and cross-reference signals that show each customer's intent, based on their web search patterns. This triggers a custom mail piece that is **PERSONALIZED AND HIGHLY RELEVANT**.

How It Works



1

Customers visit your website, clicking on products they like, possibly placing some items in their shopping cart.



2

They leave without making a purchase.



3

Our system tracks all activity, noting any items in the cart.



4

Real-time data triggers the creation of a personalized piece aligned with the customer's interests.



5

The mail piece arrives in the customer's hands within days, giving them an exciting reason to buy.

Why It Works

✓ **Efficient.**

The average website only converts 2% of all traffic into sales. Retargeting helps you reach the other 98%!

✓ **Highly Relevant.**

Because it follows the customer's signals in real time, relevance is strong – and so is ROI.

✓ **Powerful.**

The process also gathers email addresses so you can build new audiences and follow up in other channels.

✓ **Cost-Effective.**

Retargeting focuses your marketing spend on people who already know your brand and want what you're selling.

✓ **Exciting.**

Customers love the look and feel of print! The products they've already viewed online will come alive in the mail piece, prompting them to take action.

✓ **Mobile-Friendly.**

You can gather even more leads by tracking customer visits to stores, special events and other locations via geofencing and other techniques.

Why Work With Us

AMERILYTICS®

Our powerful data analytics suite, adds power and precision to your retargeting program

HIGH-SPEED GENERATION

Personalized mail pieces in our blazing-fast digital print environment

AUTOMATED DATA IMPORTING

FTP at strategic intervals for shortest cycle times and highest relevance

EVERYTHING UNDER ONE ROOF

For data security, speed and efficiency

ONE POINT OF CONTACT

For fast, responsive answers whenever you need us

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GET STARTED NOW!



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