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Retargeted Direct Mail allows you to send out personalized mailpieces automatically based on customers' digital behavior.



Retargeted Direct Mail lets you trigger custom mailpieces to be sent out automatically within 12 to 24 hours of a customer taking action on your website, app, email, social media or other digital channel. By sending hyper-targeted messages while your brand is top of mind, you can drive customers to act. For example, you may want to encourage them to revisit an abandoned cart, ask them to scan a QR Code⁵ leading to a discount for an item they viewed or provide details on a hotel room they showed interest in.

⁵QR Code[®] is a registered trademark of DENSO WAVE INCORPORATED.

20%

increase in conversion rates were achieved by an e-commerce retailer when using Retargeted Direct Mail.⁶

⁶“How digital brand thredUP uses direct mail to reactivate lapsed customers,” WARC, July 2019.

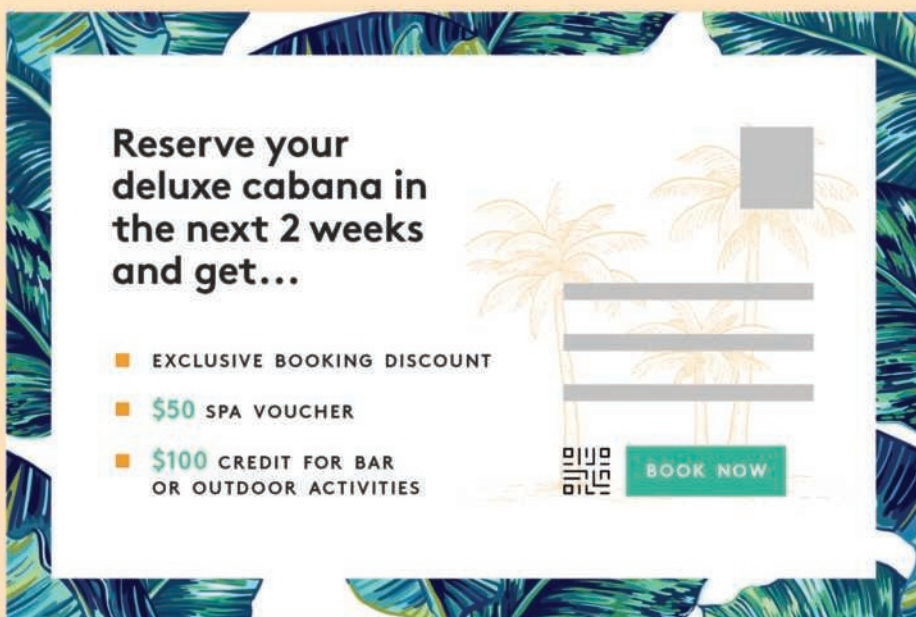


How a beach resort can use personalized mail to drive customers to complete a booking online.

Fictional beach resort Salt & Surf wants to convince people who came close to making a reservation that they should finish the process.

To get these customers off the fence and into relaxation mode, **Salt & Surf sets up a Retargeted Direct Mail trigger:** Anyone who makes it partway through the online booking process but gets cold feet will receive a beautiful, customized postcard within a few days, driving to a personalized booking webpage.

To inspire action, Salt & Surf also includes enticing details on their complimentary spa vouchers and exclusive outdoor activities, as well as a discount code for anyone reserving within two weeks of receiving the postcard.



Ready to begin personalizing your messaging through Retargeted Direct Mail? Visit uspsdelivers.com/rdm