

## DIRECT LIST TARGETING



### PAST CUSTOMERS

Utilizing the addresses of your past customers, we are able to identify their individual devices and serve them ads to recapture their interest and drive them back to your business. Promote referral programs, upgrades and other exclusive offers to your past customers with higher frequency.



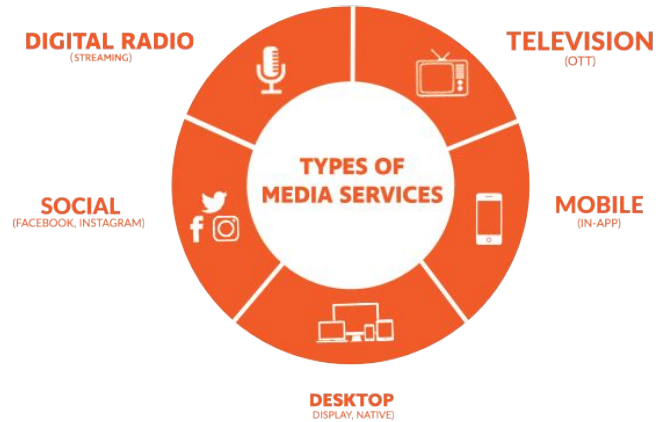
### DIRECT MAIL LISTS

If you know your mailer is going to drop on a specific date, we can target the recipients with digital ads prior to the mailer going out and while the offer is going on. We have seen up to a 70% lift in the effectiveness of direct mail when it is paired with digital advertising before and after.



### FINANCING OFFERS

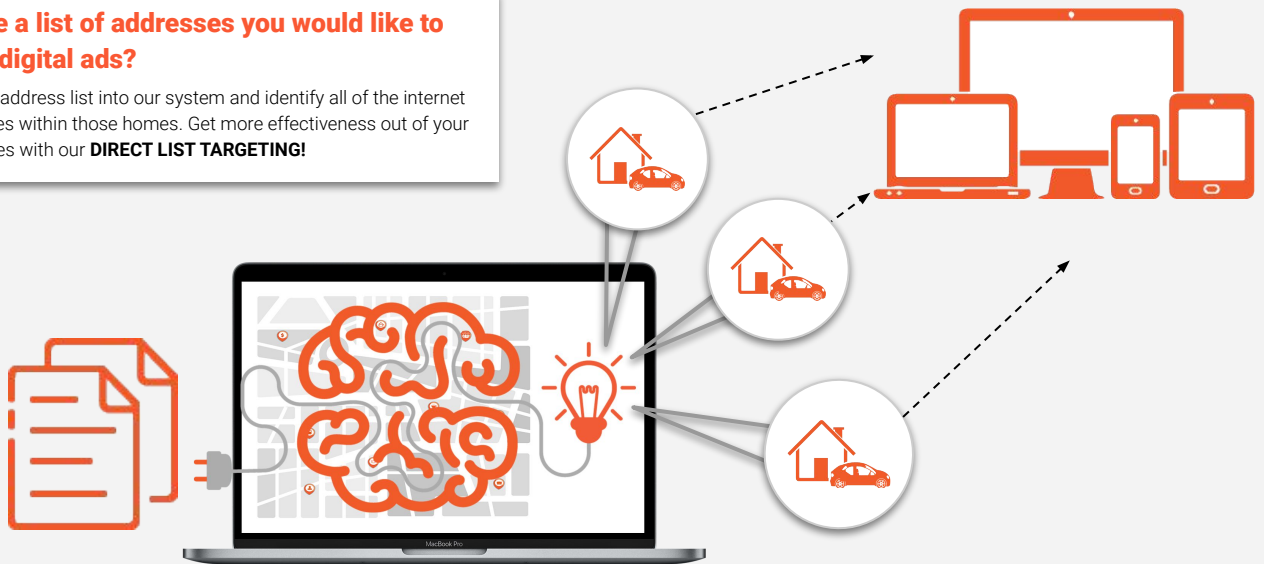
If your business has a list of specific leads, we can serve those homes digitally. Don't take the chance of someone missing your offer! Digital advertising allows you to target households with a much higher frequency in order to get them to convert.



**THE POSSIBILITIES ARE ENDLESS WITH DIRECT LIST TARGETING!**

### Do you have a list of addresses you would like to target with digital ads?

We can load any address list into our system and identify all of the internet connected devices within those homes. Get more effectiveness out of your existing databases with our **DIRECT LIST TARGETING!**



### Benefits of Targeting Lists Digitally:

- Cost Effective
- More Efficient
- Higher Frequency

**TARGET ANY LIST YOU HAVE WITH SPECIFIC MESSAGING!**

**ROAS | 12:1**

National average Return On Ad Spend (ROAS). Increased results with long term optimization.