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Five Best Practices for **POSTCARD RETARGETING**

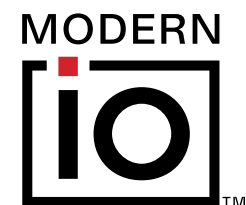


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INTRODUCTION:

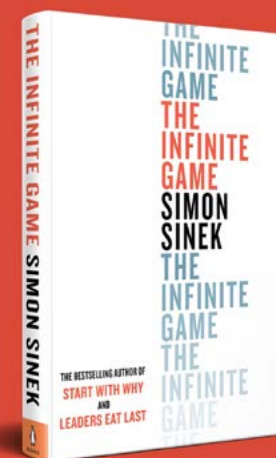
Everything is changing, and that's a good thing.

We all know that the only certainty in business is that things will change. From changing customer behaviors to new technologies and brand-new products, everything in the business landscape is in constant flux. **And that's a positive thing.**

Continual change means that new opportunities are revealing themselves. If, as a business, you can decode some of your customers' reasoning and buying journey, you will be much further along than your competitors.

In “The Infinite Game,” Simon Sinek notes that the best businesses operate less like wars or traditional games with beginnings, ends, scores, winners, and losers. Instead, they realize that the ‘game’ never ends. It’s a continual, constant, progressive journey to adapt to changing customer behaviors and needs and give your services or products their best possible position.

“Finite players play to beat the people around them. Infinite players play to be better than themselves.”



Part of this continual evolution involves your marketing channels. As digital media gets more complex, and the landscape becomes more fragmented and specialized, choosing the right channels to integrate becomes more important. Whether you want to capture more leads or convert direct sales, there is a central destination where all your marketing channels bring customers: **your website.**



*There's been an **increase** in online research and exploration. Website traffic is increasing overall as customers are doing more research online. Traffic is up 13% in March versus February.*

Source: Hubspot, aggregated data from over 70,000 HubSpot global customers

The lifeblood of your business flows through its website.

Especially since March 2020, there has been an increase in online research and exploration. Website have become the defacto storefront – and in some cases, the only storefront – for businesses. And, with Shopify (e-Commerce platform) showing 97% growth in Q2 of 2020, it's clear that even businesses with physical stores need a strong and stable online presence.

More buying action is moving online, especially for Gen Z. Before the widespread shut-downs of retail stores, only 56% of Gen Z consumers made a purchase in a physical store in the last six months compared to 65% of all respondents.

<https://www.buildthis.io/online-shopping-ecommerce-internet-stats>



Even before the COVID-19 Pandemic of 2020 that shut businesses down, Generation Z – the largest consumer group in 2026 – showed signs that they were moving away from actual stores towards online shopping carts.

Solving the mystery of website conversion is one of your business's constant challenges. Be it through optimizing the online journey, retargeting, automated marketing journeys, new content, etc., the goal of conversion has never been more sought after.

This is especially true due to the massive competitive landscape that exists for every industry. The trajectory of new website creation is unprecedented in human history, and that just means more sites for your customers to visit before making a choice. There are simply less “impulse” purchases online, since the supply for any product or service is so high.

There are less and less “impulse” purchases online, since the supply for any single product is so high.

The known stat is that 97% of initial website traffic remains unconverted, and most of that will go to check out your competition's websites. It's human nature.

The average amount of time between a Google product search and a purchase is 20 days.

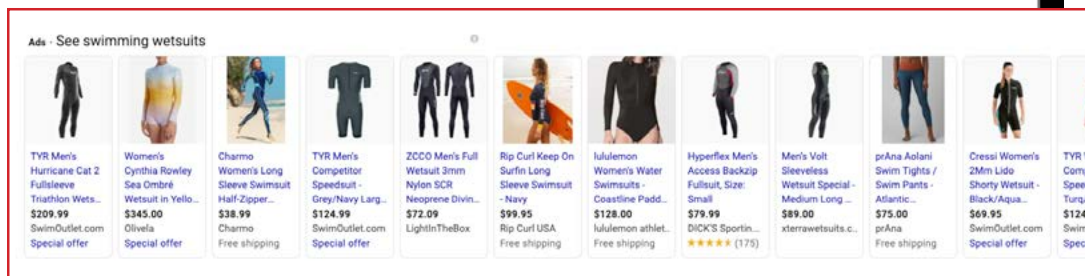
<https://www.buildthis.io/online-shopping-ecommerce-internet-stats/>

In 2014, the average customer makes 9.5 visits to a brand before buying... versus in 2011 shoppers visited just 2.5 times before converting.

Source: Ratuken Marketing

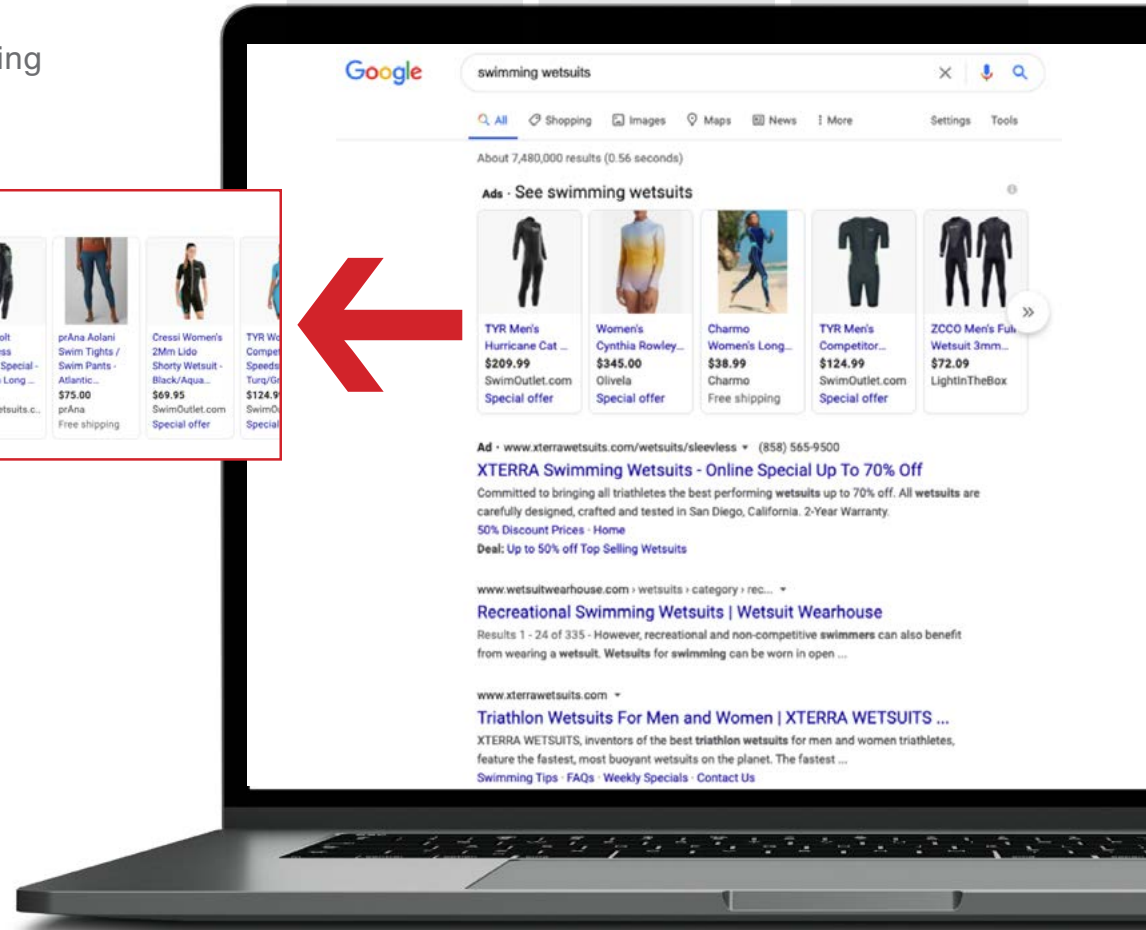


If you want a swimming wetsuit – you might even be aware of a brand after seeing someone wearing one – you Google “Swimming Wetsuits.” And then, as a customer, you’re rewarded by a host of brands clamoring for my business with Google’s ad presentation.



You don't even have to scroll down to search more options...I can just use the Product Carousel and click through different choices.

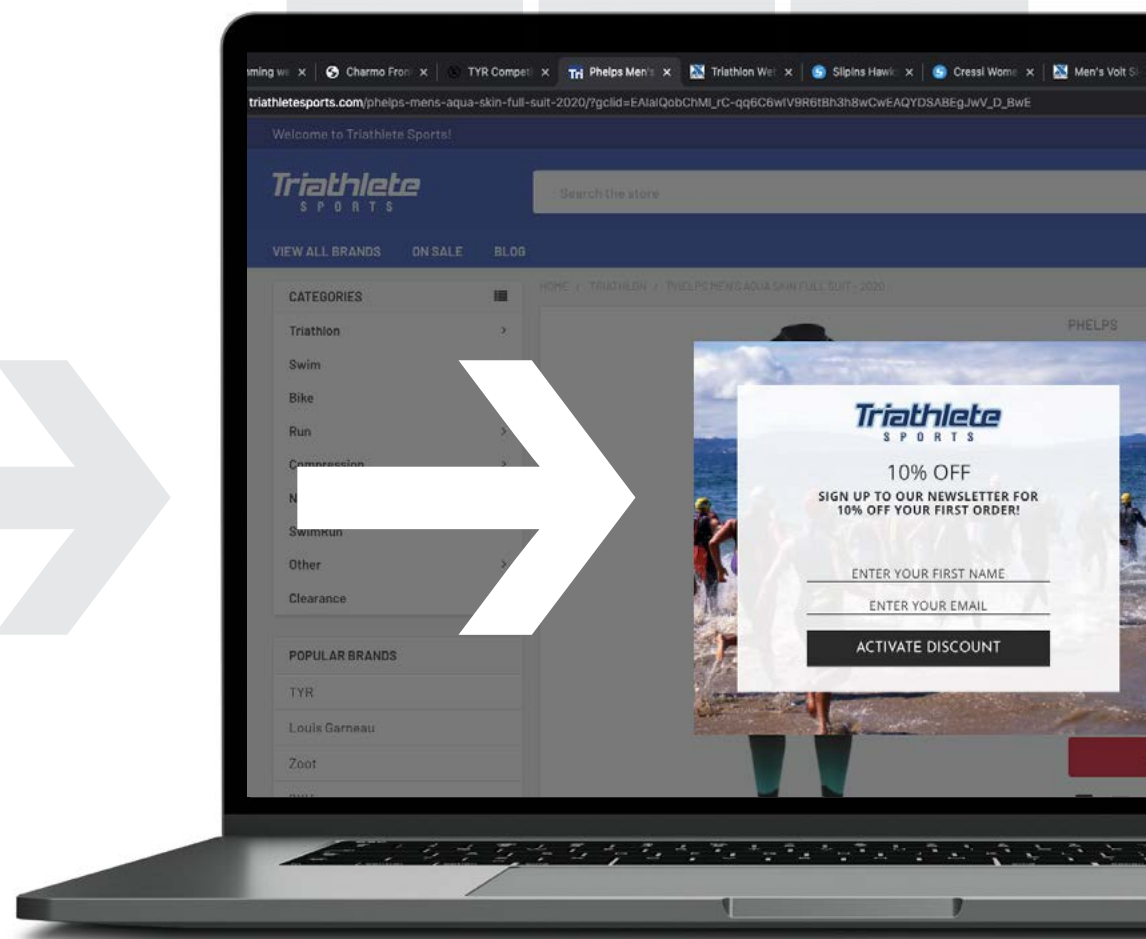
In less than 2 seconds after Googling the category, you're presented with over a dozen competitive products. There's never been a time in human history when you had this much control over what and how to buy something I want. **And you haven't even gone to the websites, yet.**



And then you finally visit the websites you're interested in. Like any human being, you click on a bunch of websites, open them up, and then start browsing. In less than 10 seconds, you've opened up a dozen browsers. That's like walking into 12 stores in less than a minute. No one could ever physically do that...

Most websites have pop-ups to capture emails, and other online tactics to get someone to give them some kind of information so they can remarket to them.

Again, this is why 97% of visitors don't buy when they visit a website: they're not yet quite ready, and there are a ton of options.



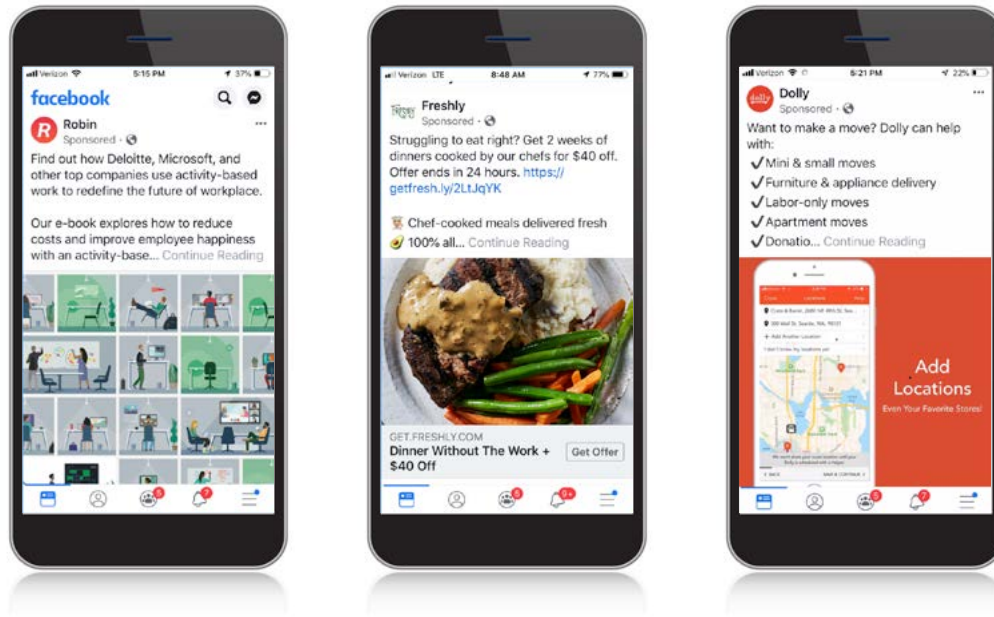
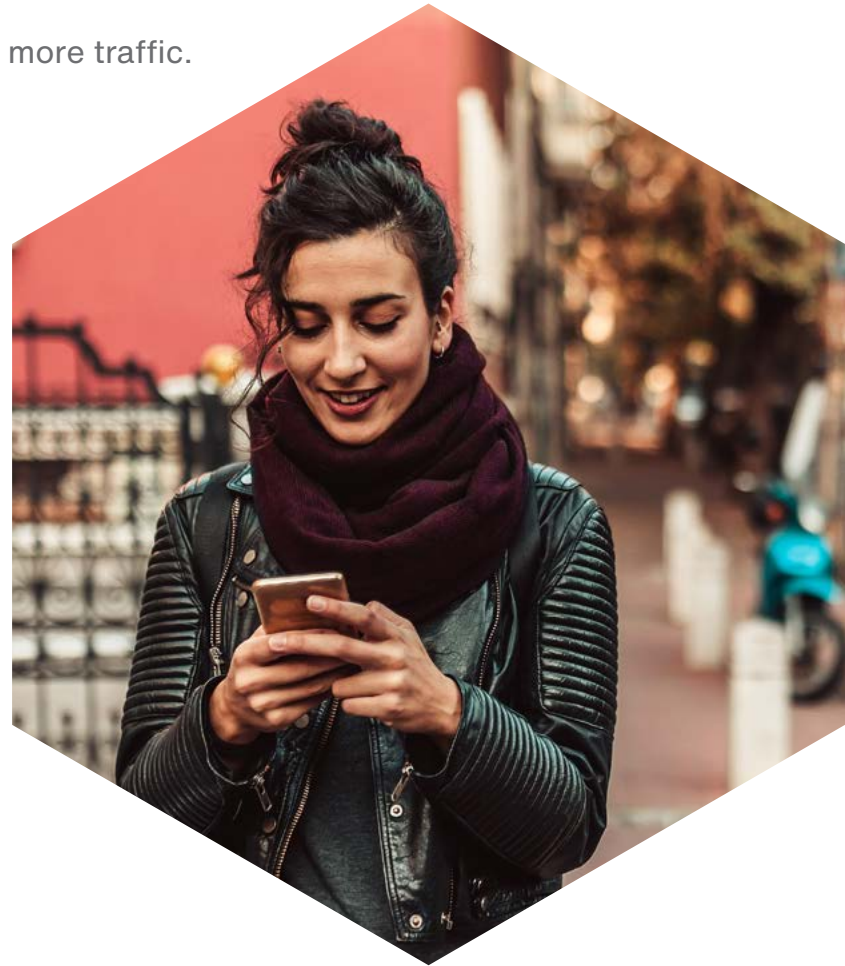
So, clearly, website conversion remains a persistent challenge

On-site conversion optimization, pop-ups, email forms, offer wheels, and other on-website tactics are fine ways to capture information or pull someone through the website funnel.

Retargeting your website visitors is another – and proven – way to convert more traffic.

Retargeting web visitors is commonplace. 50% of marketers will increase their retargeting budget.

Source: <https://www.invespro.com/blog/ad-retargeting-2>



Most brands do some kind of retargeting via websites or social media, and there's good reason: retargeting ads perform 10x better than regular digital display ads.

However, there are some holes with Digital Retargeting that prevent brands from reaching all of their audience.

1. They don't reach the Ad Blind

Even though retargeting ads have a click-through-rate (CTR) of 0.7% – which is better than regular display ads – that still means 99.3% of web visitors don't click on the ad. They simply have become blind to them.

2. They don't reach the Ad Blocked

With about 30% of devices having a-blocking software installed, and Google showing customers how to opt-out of getting Retargeting Ads, it's now easier than ever to simply not see those digital ads at all.

3. They don't reach the Ad Annoyed

Studies indicate that users get fatigued by seeing too many of the same kinds of ads. When that happens, they're more likely to look unfavorably on those brands.



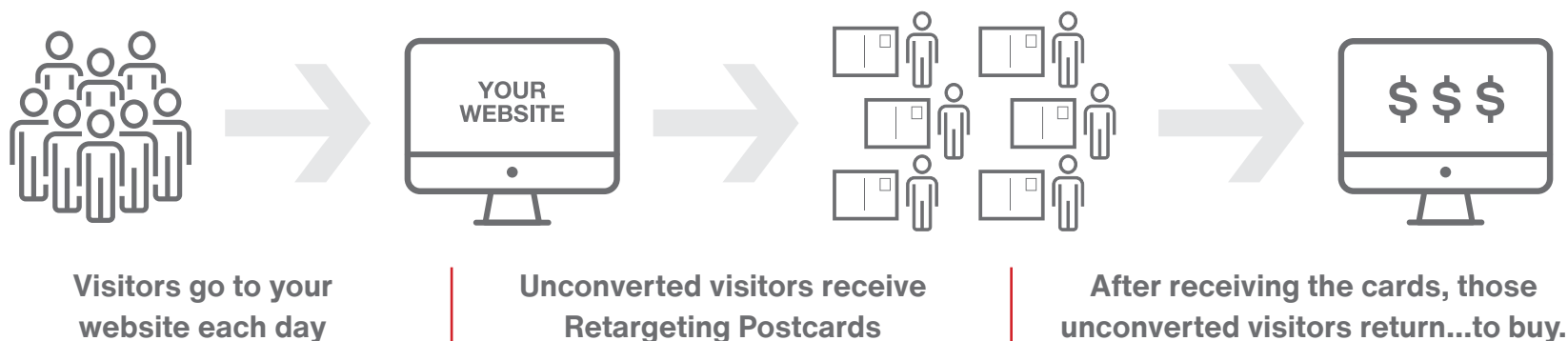
BONUS: Wondering if you're reducing the effectiveness of your digital retargeting efforts?

Read [The 7 Retargeting Mistakes Costing You Customers and Cash](#)

Adding postcard retargeting is one of the most effective channels to increase the conversion of your existing website traffic.

Postcard Retargeting is a very simple concept. Simply put, you retarget your website visitors with postcard direct mail that goes right to your visitor's home.

Because of the high-response and engagement of print marketing combined with the relevancy of retargeting, this channel gets your message – literally – in the hands of your web visitors... **while they're still deciding on which website to choose.** And, and while your competitor's messages get lost in the digital marketing noise.



And, due to the first-class postage delivery times, you're connecting with customers at the ideal time post-website visit.

And because it's print marketing, it lands in the hands of your visitor, and instantly engages them in a way digital marketing can't.* The card is outside the digital buzz and noise that comes with online distractions.

**BONUS: Want to better understand why we know print and direct mail gets higher response rates and stronger engagement? Read [How Print Marketing Lights Up The Brains of Your Customers for more Sales](#) and become more acquainted with the neuroscience and recent learning about how the brain responds to digital and print media.*



Print & Mail has a powerful impact on long-term memory encoding.

Print and Direct Mail

+35% stronger than social media

+49% stronger than email

Social media advertising tested was a single-image ad with text, appearing in participants' Facebook news feed.

Engagement, as measured in neuroscience, helps drive memory encoding.

Print and Direct Mail

+35% stronger than social media

+33% stronger than email

Source: Royal Mail MarketReach, Neuro-Insight, 2018.



With hundreds of customer programs from [e-Commerce](#), [Consumer Services](#), [Business-to-Business](#), and [Non-Profits & Organizations](#), we've learned what works, what doesn't, and how to best prepare yourself to launch your successful postcard retargeting program.



BEST PRACTICE #1

Tell your story.

Print is the ideal channel for storytelling

Storytelling is a key skill that most marketers value, and many have begun to use in their messaging. All of the cognitive studies have shown that storytelling makes a stronger, longer-lasting impact on customers and memory. Add that to the high-impact print marketing has on the brain, and you get the trifecta of visitor engagement.

Relevancy + Storytelling + Print Marketing

So in telling your story, it's vital that you don't resort to simply having just an offer and an image on your card. That's like having a hamburger with no burger. It's a nothing-burger, and no one likes those.

In addition, Generation Z has become the most media and message savvy consumers in the world, and they want to be better connected to the brands they choose.

Stories are simply the fastest and most effective ways to communicate.



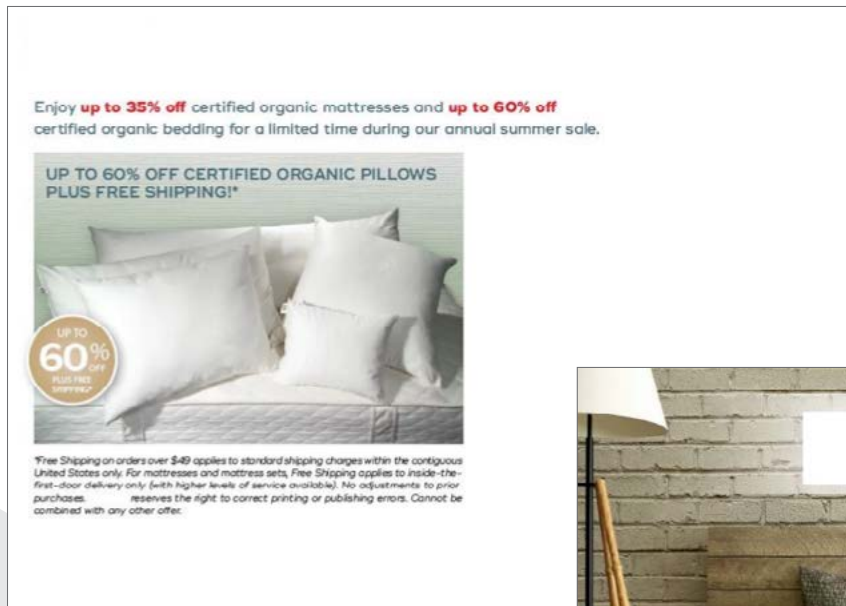
Messages delivered as stories are 22x more memorable than just facts.

Forbes: A Good Presentation is about Data and Story

Note on the image: the impact of this painting is not the number of arrows or antelope, it's the small figure in the upper right who 'might' be a young boy going on his first hunt. This is the story of his transition into becoming a new hunter for the tribe, representing a new generation that feeds and protects the tribe for more generations to come.



When thinking about the card, tell the story of your business instead of just showing an image and an offer.



Don't do this.

If you don't know the brand without the logo, the story is not being told.



Our clothes reflect your lifestyle and values. That's why we make organic fashion that is breathable, beautiful, and made in the USA since 1994.



"Thank you for beautiful designs, breathable fabrics and sustainable practices." — Melissa

I started the company for smart, beautiful, and aware women... like you!

Laurie

Laurie Dunlap
Founder and CEO since 1994

30% OFF!

FULL-PRICE ITEMS

Expires July 11th

Code: **NEW30**

www.bluecanoe.com

blue canoe 2601 Mission Street, San Francisco 94110

**And instead,
do this.**

eco-friendly | organic | made in the USA

DOING GOOD HAS NEVER FELT BETTER



30% OFF!

FULL-PRICE ITEMS

Expires July 11th

Code: **NEW30**

blue canoe

ECO-CONSCIOUS CLOTHING
MADE IN THE USA SINCE 1994.

See how the story of the website is being told in the headline, and the address-side copy? In addition, they added a personal message from the CEO to make a stronger connection.

This card has the offer and the imagery, but also – most importantly – conveys a story about the brand that transcends their logo. It reminds the visitor of why they should choose this brand over others they might visit and consider.

**So remember:
TELL YOUR STORY**



BEST PRACTICE #2

**Focus on the last stages
of the buyer funnel.**

To master any marketing channel, every marketer needs to figure out:

- What the channel does
- What its “job” is within the customer journey
- How to best leverage the the unique qualities of the channel to make the strongest impact

Postcard Retargeting fits right in the stage after a user visits your website, and before they decide to buy. **They have already visited your site... meaning they have gone through the awareness and interest stages, and are now considering and comparing you versus your competitors.**

It's the perfect time to send a postcard reminding them of who you are, what your business stands for, and an offer that brings them back.



Modern iO Return-to-Site % for Market Types.

What we've found with postcard retargeting – across all our customer types – is a consistently high “Return-to-Site Rate.”

Let's unpack that a bit.

Return to Site % measures how many people who were mailed a card returned to the site two or more days after the card was sent.

Most **B2B** see

5%-15%
OF VISITORS
returning to their website

Most **SERVICES** see

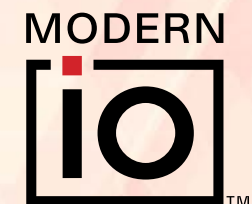
5%-15%
OF VISITORS
returning to their website

Most **RETAILERS** see

10%-25%
OF VISITORS
returning to their website

Most **NONPROFITS** see

10%-15%
OF VISITORS
to their website



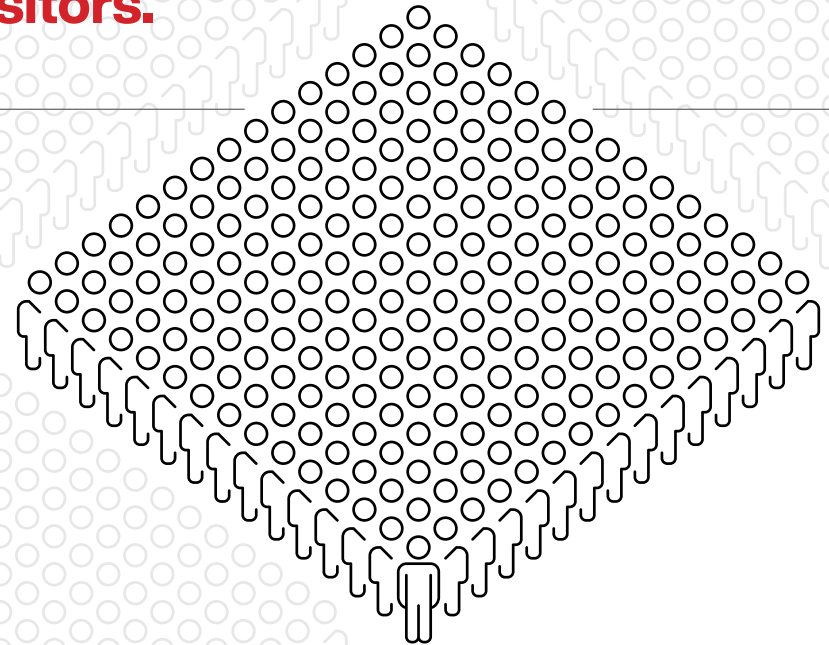
Remember that digital retargeting averages a 0.7%, so in comparison, out of 1,000 visitors, digital retargeting will bring back 7 people. Postcard retargeting, on the other hand, has been bringing back 200+ visitors.

Out of 1,000 unconverted website visitors.



DIGITAL RETARGETING

brings **7** visitors back to your site



POSTCARD RETARGETING

brings **200** visitors back to your site*

*That's 20% return-to-site rate, which is in the middle for Retail.



We've seen high conversion rates and strong performance metrics across the board with different customers from different market spaces.



e-Commerce

Retail eCommerce gets
10x Return on Ad Spend

[VIEW CASE STUDIES](#)



Consumer Services

Consumer financial business
gets cost-per-lead of \$17

[VIEW CASE STUDIES](#)



Business-to-Business

Software company has
return-to-site rate of 24%

[VIEW CASE STUDIES](#)

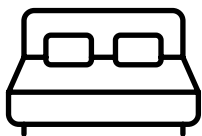


Organizations

College has return-to-
site rate of 38%

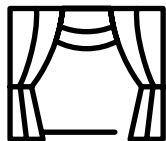
[VIEW CASE STUDIES](#)

Especially for e-Commerce, we've seen dramatic results for a variety of industries. That's because they're focused on moving that visitor to the next step in the sales cycle – usually an order.



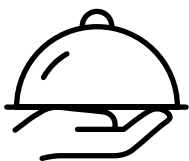
Bedding, pillows & fabric

- 37% Return-to-Site Rate
- 8.8% Conversion Rate
- \$14.79 per conversion



Window coverings & blinds

- 3,373 orders tracked
- 4.9% Conversion Rate
- \$10.34 per conversion



Gourmet foods & specialty gifts

- 37% Return-to-Site Rate
- 8.8% Conversion Rate
- \$10.08 per conversion



Golf shirts, shorts, pants

- 23% Return-to-Site Rate
- 3% Conversion Rate
- \$34.28 per conversion



[See more examples](#)



BEST PRACTICE #3

Use several creatives.



“Like cats...have more than one, but less than 15.”

This might seem too goofy, but it’s a good way to remember that we can have multiple creative based on your website. It’s one of the top questions asked by customers.

Typically, most customers choose an Abandoned Cart, or a Product Page as a definite creative (especially if you’re in e-Commerce). Some customers in Services, B2B, or Organizations don’t need several creatives.

Our program aligns a specific creative to a URL (web page), so you can have more relevancy with your message, imagery, and offer.

Here's a good example:

Our client has auto accessories, specific to car brands, and so they align the creative of the car brand to which pages the user visits. Makes sense, and is completely relevant and intuitive.

has everything you need to make heads turn.

Why wait? Eckler's is **your #1 source** for Corvette fiberglass parts and accessories along with gifts and apparel for more than 50 years!

Get an **EXTRA \$15 off** if you **ACT NOW** at

VERY MUCH SATISFIED!
"Good price and exactly what I was needing!!! Hard to anywhere else especially at that price!!! Thank you!!!"
— TEXAS CUSTOMER

\$15⁰⁰ OFF Use

(an order of \$15.01 or more) Expiration: 03/15/19

Visit **Ecklers.com** or Call **800-284-3**

Don't speed off now...*your offer is waiting!*



1962 Chevrolet Corvette

\$15⁰⁰ OFF
(an order of \$15.01 or more)
Expiration: 03/15/19
use promo code on back

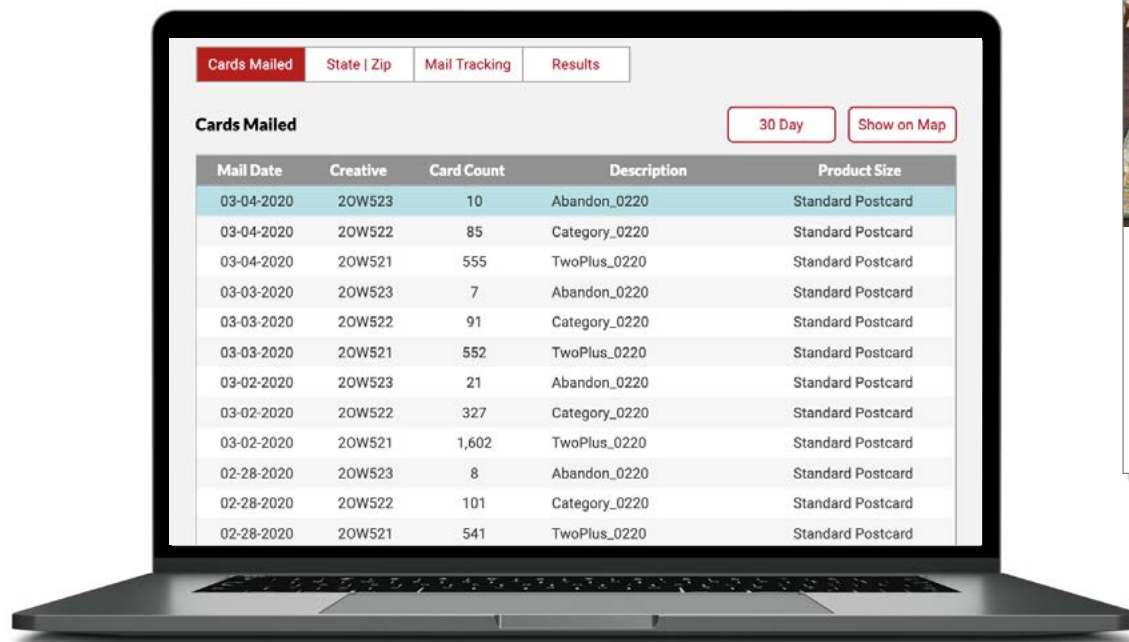
GET YOUR FREE CORVETTE CATALOG CALL TODAY.

FLOOR IT! Offer expires soon.

| | | | | |
|------------|--------|-----|------------------------------------|-------------------|
| 09-25-2019 | 2OG386 | 34 | MACS - ALL - macsautoparts-7.1... | Standard Postcard |
| 09-25-2019 | 2NW683 | 2 | Chevy - Truck - Abandoned-3.20.... | Standard Postcard |
| 09-25-2019 | 2NW682 | 1 | Chevy - Truck-3.20.19 | Standard Postcard |
| 09-25-2019 | 2NR197 | 76 | Corvette 2 - Abandoned-2.11.19 | Standard Postcard |
| 09-25-2019 | 2NR196 | 143 | Corvette 2-2.11.19 | Standard Postcard |
| 09-24-2019 | 2OG387 | 22 | MACS - ABANDONED - macsaut... | Standard Postcard |
| 09-24-2019 | 2OG386 | 49 | MACS - ALL - macsautoparts-7.1... | Standard Postcard |
| 09-24-2019 | 2NW683 | 1 | Chevy - Truck - Abandoned-3.20.... | Standard Postcard |
| 09-24-2019 | 2NW682 | 5 | Chevy - Truck-3.20.19 | Standard Postcard |
| 09-24-2019 | 2NW597 | 1 | Camaro - Abandoned-3.20.19 | Standard Postcard |
| 09-24-2019 | 2NW596 | 1 | Camaro-3.20.19 | Standard Postcard |
| 09-24-2019 | 2NR197 | 103 | Corvette 2 - Abandoned-2.11.19 | Standard Postcard |
| 09-24-2019 | 2NR196 | 306 | Corvette 2-2.11.19 | Standard Postcard |
| 09-24-2019 | 2NR197 | 18 | MACS - ABANDONED - macsaut... | Standard Postcard |
| 09-24-2019 | 2NR196 | 50 | MACS - ALL - macsautoparts-7.1... | Standard Postcard |

If you have different products or brands that deserve their own treatment, it makes sense to have different creatives. Think of it like different digital retargeting ads going out for different pages that are visited by your customer.

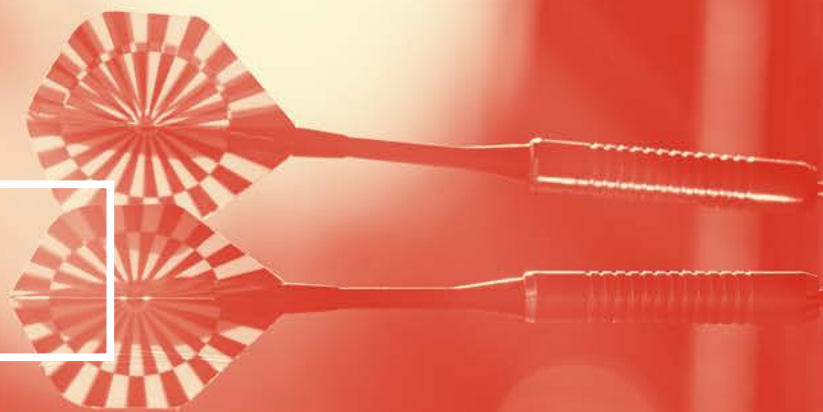
However, our recommendation is to keep it simple at first. Have a few pages that are your top-draw with traffic, and if they're different enough, set up different creatives for those pages. Our team can help with that.



| Mail Date | Creative | Card Count | Description | Product Size |
|------------|----------|------------|---------------|-------------------|
| 03-04-2020 | 20W523 | 10 | Abandon_0220 | Standard Postcard |
| 03-04-2020 | 20W522 | 85 | Category_0220 | Standard Postcard |
| 03-04-2020 | 20W521 | 555 | TwoPlus_0220 | Standard Postcard |
| 03-03-2020 | 20W523 | 7 | Abandon_0220 | Standard Postcard |
| 03-03-2020 | 20W522 | 91 | Category_0220 | Standard Postcard |
| 03-03-2020 | 20W521 | 552 | TwoPlus_0220 | Standard Postcard |
| 03-02-2020 | 20W523 | 21 | Abandon_0220 | Standard Postcard |
| 03-02-2020 | 20W522 | 327 | Category_0220 | Standard Postcard |
| 03-02-2020 | 20W521 | 1,602 | TwoPlus_0220 | Standard Postcard |
| 02-28-2020 | 20W523 | 8 | Abandon_0220 | Standard Postcard |
| 02-28-2020 | 20W522 | 101 | Category_0220 | Standard Postcard |
| 02-28-2020 | 20W521 | 541 | TwoPlus_0220 | Standard Postcard |



4

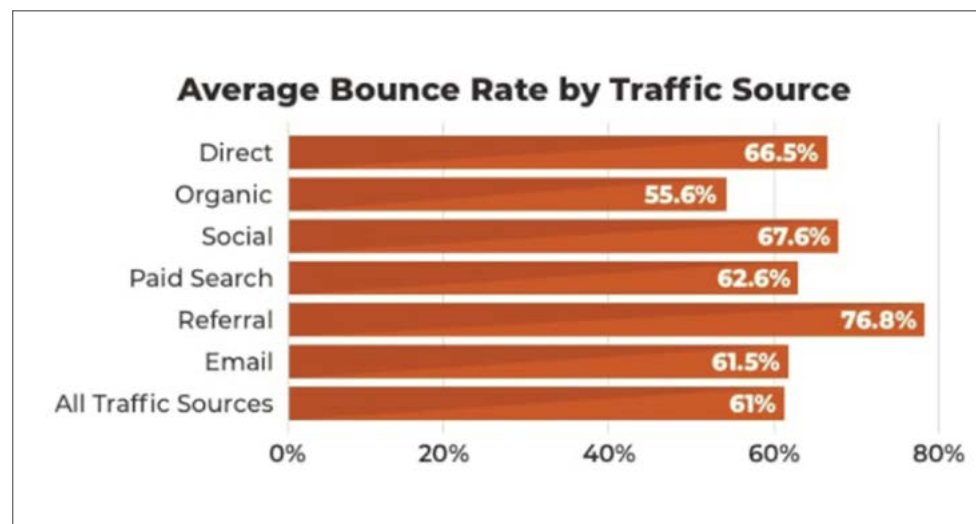


BEST PRACTICE #4:

Refine your targeting

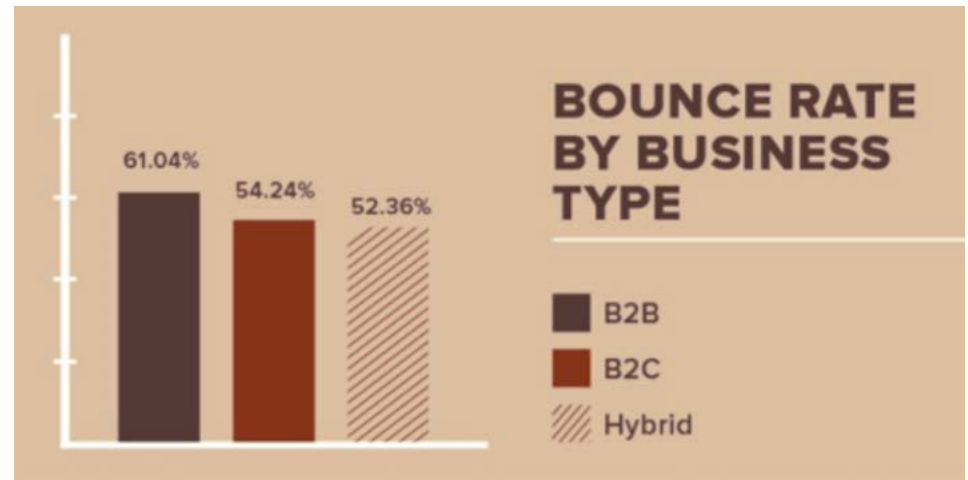
Postcard Retargeting allows you to create 'filters' so you can better target more intentional buyers.

There are a lot of casual browsers visiting your website. Bounce rates average about 60%, based on industry and type. But generally, not only are 97% of visitors not buying when they visit your website, but over half will come and go quickly, without even diving into your content.



Source: Orbitmedia.com





Source: Braffton.com

This means that there's a lot of non-intentional visitors who create a lot of traffic and noise, but aren't really true, good, opportunities.

That's why the better play with Postcard Retargeting is to filter the mailings to go to those who are more – and most – interested in your services. See how we do it.

SET FILTERS LIKE:

Top-converting Pages

As you think of specific pages on your site (Product, Abandoned Cart), each one can be a unique creative and a strong, independent message. These filters help business that get a lot of website traffic to manage their budget. If you only want budget allocated to your best opportunities, you can choose to mail to only those pages.

Visiting 2+ Pages

Set a threshold of only mailing to website visitors who go on multiple pages, which shows more intent and interest. These visitors will be more receptive to a mailed offer.

Geographic Boundaries

Draw a boundary (10 miles, 50 miles, etc.) around your business, and mail only to visitors inside that boundary. Or, specify by ZIP CODE or State if you want to only mail to visitors in a specific area.

When you add these filters, you'll reduce the number of mailings going out per day. But, the refinement pays off with higher return-to-site metrics and conversions. Plus, if want to refine even more, you can suppress your existing customers, too.



5

Best practice #5

Plan the layout.

Use a structure that has message, offer, testimonial, etc.

We saved the most important Best Practice for last! Of all of the ones we've covered, planning the layout for two-sided postcard is the most important. That's because the postcard's strength is the tactile, versatile, two-sided nature of the channel itself.

People love to touch media and handle messages, flipping cards over and back, to better engage and understand what you're promoting.



Design for performance

Postcard retargeting does a specific marketing job very well: **moving your website visitor to the next step in the sales cycle.**

POSTCARD MARKETING ENGAGES WITH TWO SIDES

Imagine your visitor at home sorting through their mail a few days after they visited your website, and then flipping up your card. S/he will physically put it in a “keep” or “toss” pile. If it’s kept, it lands on the kitchen table, fridge, or next to the computer as a reminder.

The recipient won’t stop what they’re doing to immediately respond to the card. But that’s okay. Design it so both sides of the card engages the reader. Beyond using the same copy on the website, write a message that tells more of your story and clearly tells them what to do next.





GIVE THEM AN OFFER AND A CLEAR CALL-TO-ACTION

You might want your lost visitor to call, return to the site and fill out a lead form, go to a physical storefront, or come back to the shopping cart with an offer and buy. In any of these situations, they are already interested in your services or products. They just need a good reason to take the next step, and to know how to do it.

NEED SOME MORE IDEAS?

See our Webinar on [5 Best Practices for Postcard Retargeting](#) to get more in-depth examples.

Best practices in designing your card

Write an Enticing Headline

Headlines are meant to grab attention, address pain points, or quickly convey the story you're telling. Keep them short, easy to read and relevant to your audience.

Use a Supportive Subhead

Subheads play alongside the main headline, helping to communicate and convince. Use them within your design to organize thoughts and label different blocks of content – a relief for prospects' scanning eyes!

Go Big on Imagery

In the mailbox, first impressions are everything. Images and colors register before messaging, so keep graphics bold, unique or crowd-pleasing.



Brand Your Design

Prominently display your logo so every recipient can clearly identify and remember your business – especially when it's time to get in touch or redeem an offer. Brand recognition is another bonus to direct mail.

Make an Unrefusable Offer

Strong offers help customers feel valued and motivated to take action. From physical coupons to online codes, the offer is the most crucial component of a direct mail campaign that drives new business.

Best practices in designing your card

Plan the layout

Write copy that sets you apart from competitors. Structure the backside copy like a story that gets told across both sides of the card. Your visitor will see the addressable side first, so make sure the copy reminds them of why they visited your site and what to do next. It can't just repeat what's on your site. It needs to tell them who you are, and why they should value you.

Include Testimonials

Remind visitors that other customers find joy in your product.

Dynamic Expiry Date!

We can make the expiry date on the offer adjust daily. We recommend 45 or 60 days, so ask us what's best for you.

Keep Contact Info Clear

Giving prospects the right directions to respond is critical to your campaign's success. Contact information should stand out and is typically placed near the offer and CTA.

Meet Postal Regulations

All mailing formats have guidelines for deliverability. Modern can help ensure your layout is mail-ready and meets the proper USPS® standards.

BONUS ADVICE

- ✓ Keep copy brief so your mailer is easy to scan, read and process
- ✓ Understand that shock-value images or verbiage only work if they are relevant
- ✓ Lead with benefits over features – what will customers gain by working with your business?
- ✓ Add an offer expiration date to create a sense of urgency
- ✓ Try A/B testing to see what design, offer, or messaging produces the best response. Make refinements to future creatives.

Your clothes are a reflection of your lifestyle and view of life. That's why we make breathable, beautiful, organic clothes here in the USA.

"Thank you for beautiful designs, breathable fabrics and sustainable practices." - Melissa

blue canoe

started the company for smart, beautiful, and aware women... like you!

Laurie

Laurie Dunlap
Founder and CEO since 1994

20% off!
Expires July 11
Code: NEW20
www.bluecanoe.com

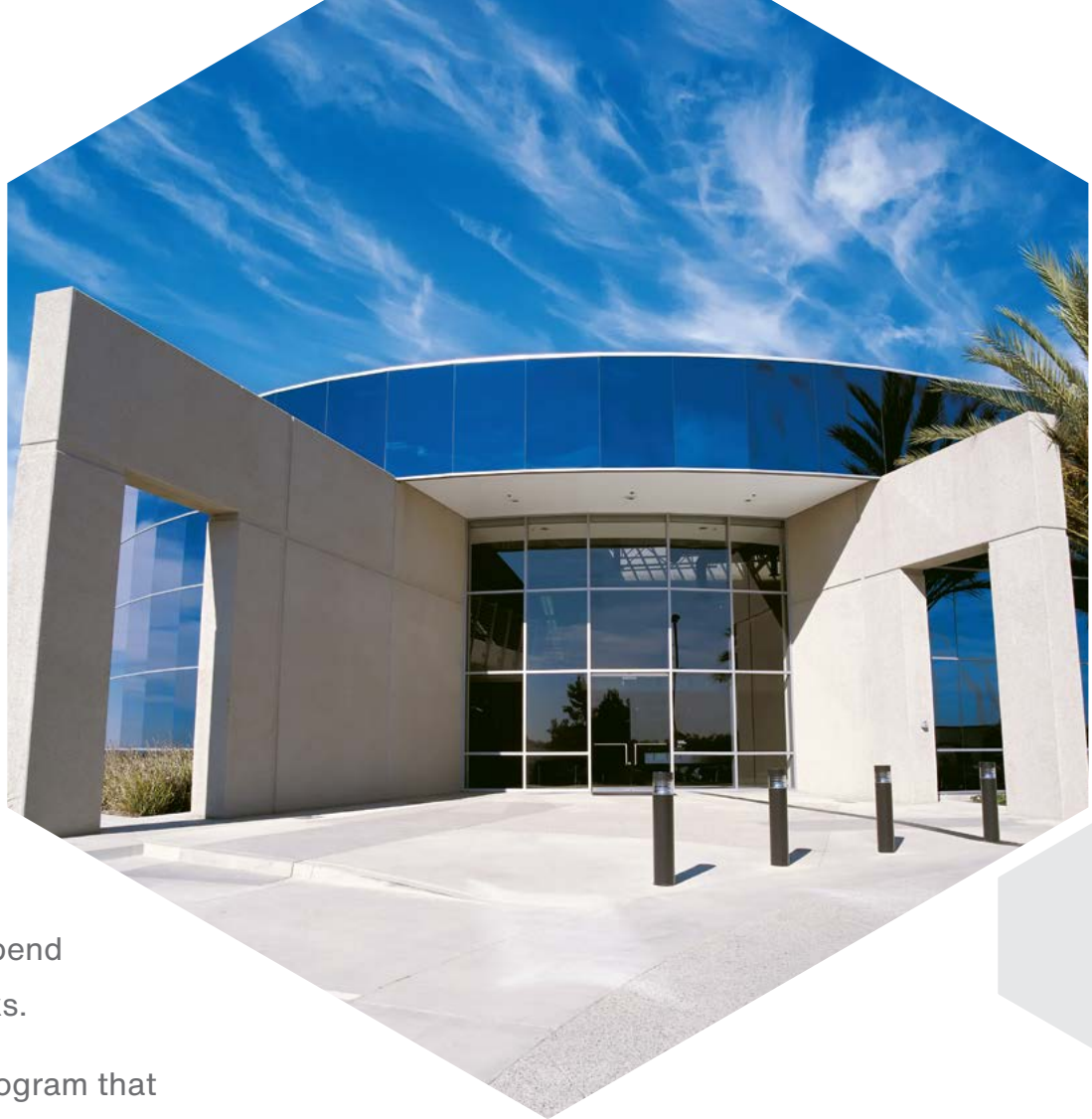
CONCLUSION

By following these best practices, you can make the most of this effective channel to retarget and convert your lost website visitors.

Five best practices to increase website conversion with Postcard Retargeting:

1. Tell the story of your business
2. Specifically engage later stages of the buying funnel
3. Use several creatives to match pages visited
4. Use filters to refine your targeting
5. Plan the layout – especially the addressable side





Postcard Retargeting has proven to be an effective channel for our clients. We've seen programs yield high Return On Ad Spend and strong response rates. Frankly, it works.

In the end, our job is to help you craft a program that works for your business.

Now, the next step is clear: contact us with any questions about setting up a program for your business.

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