

# REACH CUSTOMERS

at home and on their phones



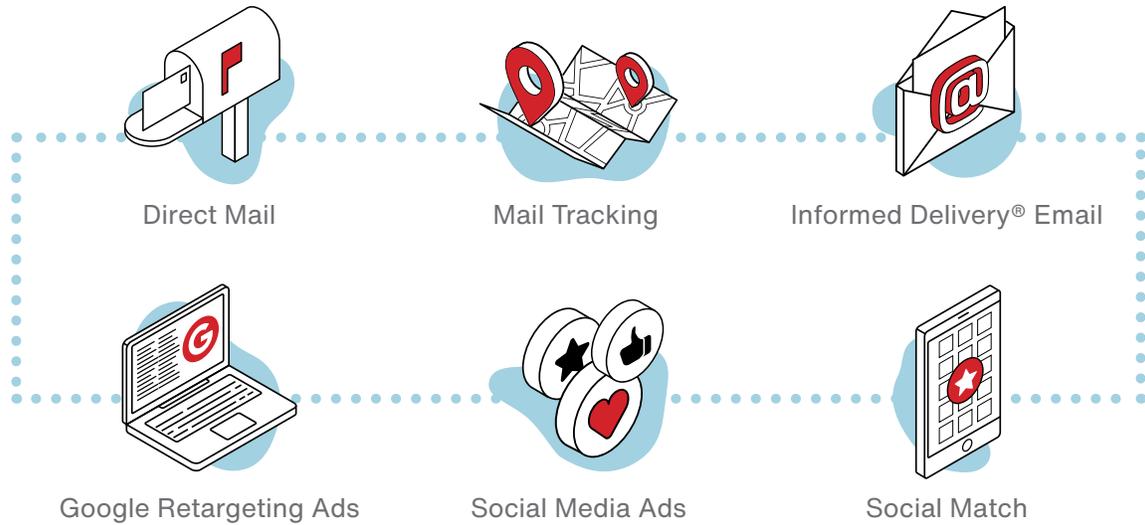
← Direct Mail Postcard

Matching Facebook & Instagram Ad

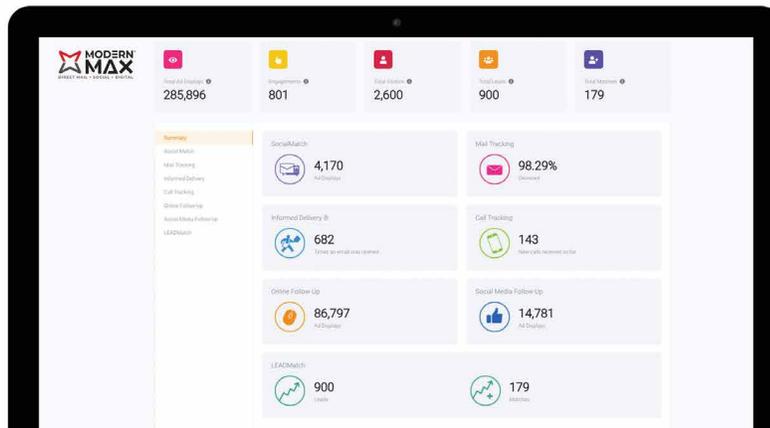


# Boost direct mail response with Modern MAX

Launch fully-integrated, omnichannel marketing campaigns that serve up to 16 digital advertising impressions over a 30 day period before, during and after your mailer is delivered.



**Omnichannel Marketing**



Everything is tracked and measured in a **SINGLE Dashboard!**

Your Ad Here

Your Mailer

Call **800.959.8365** for a **FREE** estimate.



# How it all works

Our team of Direct Marketing Specialists will discuss your business needs, work with your budget, develop a plan, design your ads, and guide you through every step of this highly-trackable, results-driven marketing powerhouse.

## Direct Mail

From start to finish, our team will help you plan your campaign, compile a targeted mailing list, create your mailer, print, address and ship your mailers direct to the USPS® for delivery.

## Mail Tracking

You can track when your mail has been delivered as well as receive predicted delivery dates and real-time delivery dates as your mailers begin to land.

## Informed Delivery Email

Your mailer is supported by a clickable full color ad within the Informed Delivery email preview sent by the USPS. Recipients subscribed to this service will see a preview of your mailer before they get it.

## Social Match

We'll take your mailing list and match up to 60% of the recipients with their personal Facebook and Instagram user accounts.

## Social Media Ads

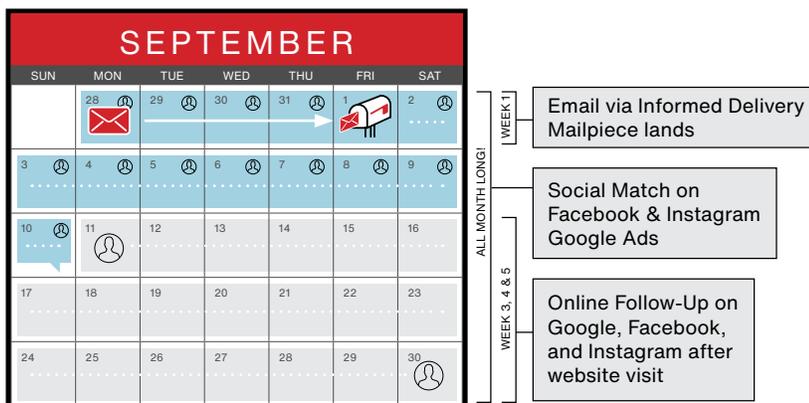
Matched recipients receiving your mailer will also see your digital ad on their Facebook & Instagram pages, ensuring your campaign achieves maximum exposure.

## Google Retargeting Ads

Modern MAX captures visitors to your website and then displays your digital ad on other websites they visit later, keeping your business top of mind everywhere they browse.

# Deploy automated, integrated marketing for an entire month!

## 30 Day Active Marketing



or

## Digital Option

A digital only service is also available!

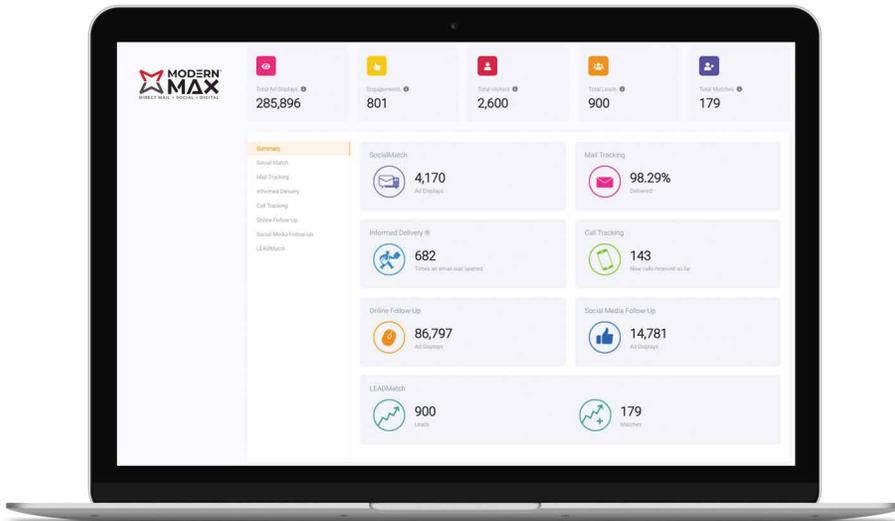
**MAX Digital** includes Social Match, Social Ads, Google Retargeting, and Tracking through your personal MAX Dashboard.

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Marketing campaigns that paired direct mail with digital ads saw 118% higher response.\*



\*Source: The Direct Marketing Association



## Real time reporting at your fingertips

You'll have 24/7 access to your very own Modern MAX Dashboard so you can keep track of how well your campaign is performing. Your dedicated Direct Marketing Specialist will also be available to answer any questions and walk you through the data.

## Ready to attract new customers and grow your business?

We're here to help. Contact us today for a free consultation and project quote!



800.959.8365 | [modernpostcard.com](https://modernpostcard.com)

