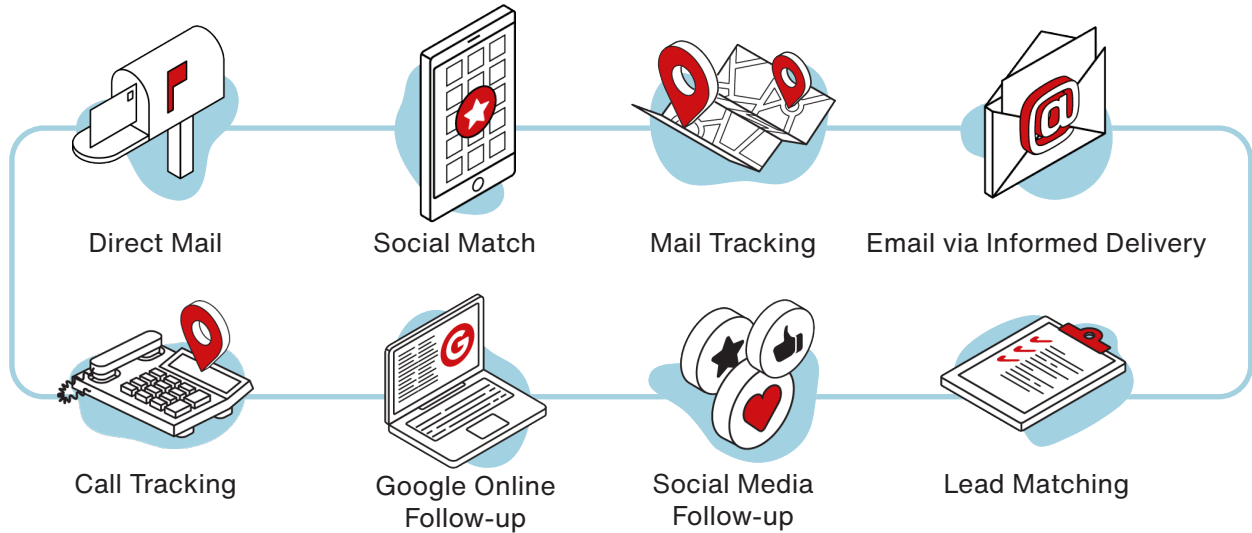


Reach customers at home and on their phones

Launch a fully integrated Direct Marketing program that delivers **8-16 touches over 30 days** before, during, and after a direct mailpiece lands, with full metrics in an online dashboard.



Modern MAX turns a **single mailpiece** into **multiple impressions** to the **same audience** across **multiple platforms**.

Omni-Channel Marketing



All channels tracked and measured in a **SINGLE Dashboard!**

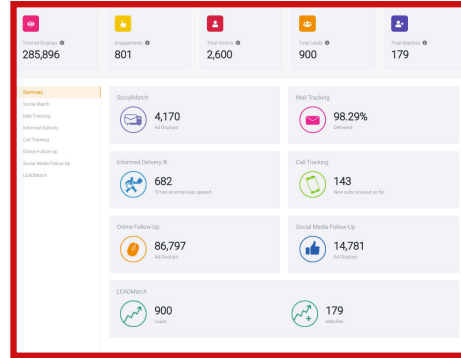
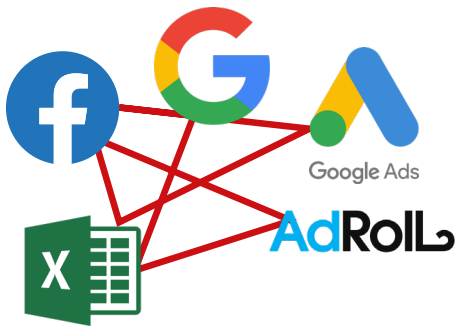
Call for an Estimate at **800-959-8365**



Omni-Channel is better than Multi-Channel

Multi-Channel requires you to stitch together deployment, reports, and spreadsheets to understand the big picture. **No one has time for that.**

Omni-Channel with Modern MAX gives you single deployment and Dashboard showing you all channels working together. **Easy and convenient.**

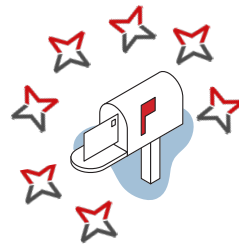


Modern MAX adds a response-rate booster shot



One-off Direct Mail is about 0.5% to 1% response rate

6,000 pieces
1.0% response
18 new customers*



Multiply with Modern MAX to lift response and get more reach

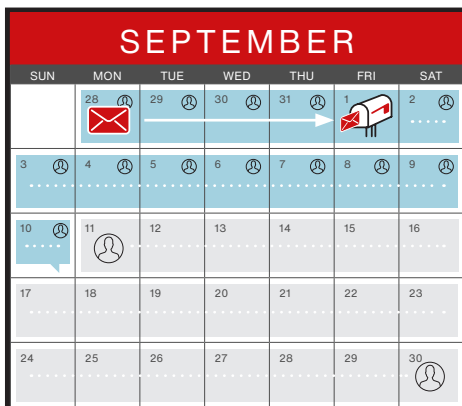
6,000 pieces
1.3% response
23 new customers*



Ongoing, continuous, integrated marketing

Modern MAX deploys the integrated Marketing Channels throughout the month...then maintains your presence in the marketplace and your audience with ongoing monthly programs.

30 Day Active Marketing



WEEK 1: Email via Informed Delivery Mailpiece lands

ALL MONTH LONG: Social Match on Facebook & Instagram
Google Ads

WEEK 3, 4 & 5: Online Follow-Up on Google, Facebook, and Instagram after website visit



Momentum Programs

Continue the marketing with our Momentum Programs, which sends out digital marketing to maintain your presence and keep the Dashboard tracking performance.

*Above scenario based on 30% close rate for responses. Based on average lift of response rates.

Frequently Asked Questions

If I'm already doing Social Media and Digital Retargeting, how is this different?

The big difference is that most businesses deploy multiple digital marketing campaigns via Facebook and website retargeting, but they aren't integrated. Business owners and marketing teams then need to knit together different dashboards and metrics to see how the channels are working.

Modern MAX is different in that it integrates all the channels into a single deployment schedule, and unites them into a single dashboard for your reporting. It shows how all channels are working together to bring you more calls, website visits, leads, and customers.

How do we know it will work for OUR service or product?

For any kind of business, the main challenges are the same:

- Gaining awareness and interest in a cluttered marketplace
- Standing out versus your competitors
- Sending enough marketing touches, when 80% of Sales are made between the 8th and 12th touch
- Tracking different channels in several platforms
- Knitting together the metrics to easily measure performance
- Acquiring more new customers

So with these challenges facing every business, **we have a solution that helps address all these issues.** From Retail to Services, NonProfits and B2B, this is a full solution that applies to every kind of business.

Plus, we're here to help.

Contact us at sales@modernpostcard.com for what you're looking to accomplish so we can have a conversation about how we can target an audience that will respond to your offer.

Will this work for a smaller business?

Absolutely. Our minimum program is 5,000 total pieces, and 2,000 per mail drop. We recommend as a starter program to send at least two drops of 2,500, or better yet, three drops of 2,000 cards per drop. That will give a good sense of the response and return we can get, based on your average customer lifetime value. It's an affordable way to get a new customer with a positive Return on Ad Spend.

Will this work for a larger business?

Of course. With more sophisticated marketing departments, this integrated marketing approach is a relief. Because it's a single deployment and dashboard, your team can really home in on the qualities of various mailing lists. This is an ideal program to test new acquisition strategies into prospect lists to see how they perform across multiple channels.

What's the difference between Active and Momentum programs?

An Active program deploys all the technologies - and 8 to 16 touches - over the 30 days after the mailing drops. So if you have 3 months of a continuous mail drops, you have 3 months of Active campaigns.

As soon as 31+ days hit without a mail drop, programs automatically go into Momentum mode. There are several ways to go, each with different degrees of exposure and saturation to the audience. Essentially, they are continued digital marketing to the audience from the mailing list and the digital marketing that accompanied that mailing - but at different levels of exposure. Speak with your Account Rep about those differences.

What kind of success have you seen?

Most programs have seen a response lift of 10% to 30% - and even higher - versus traditional direct mail programs. In the end, we're only concerned about your successful marketing efforts, and that how we can help you grow your business.