Get them back.

Bring unconverted visitors back to your website.

Modern iO retargets unconverted website visitors with postcard direct mail. With no minimums, no contracts, and no set-up fees, the daily volume of cards is based on your website traffic, your budget, and your goals.

SIMPLE STEPS TO INCREASED WEBSITE CONVERSION:

1. Place tag on website
   Once tag is up, you’ll see how many visitors you can mail to each day.

2. Choose which visitors to mail to
   Focus on the pages and visitors most likely to convert.

3. Design your postcard
   You can design it, or we can help.

4. Launch the program
   The daily quantity is based on your web traffic and budget.

5. Track your results
   From mail tracking to conversions, we help evaluate results and adjust as needed.

800.959.8365 | modernpostcard.com/io
FAQ

What types of business does this work for?
While B2C companies will typically see the best results, we’ve put together successful programs for B2B and Services companies as well. Generally, if you have a website and you’re looking to convert more orders or generate more leads from the interested traffic, this is probably for you.

Do I need to be an expert to design the postcard?
If you have a designer who’s experienced with direct mail, great — but don’t hesitate to tap into our 25+ years of designing high-response direct mail. No designer? Not a problem, once we work with you on the best strategy, we can create the postcard.

Is the tag easy to place?
Yes, it only takes a few minutes. If you already use Google Tag Manager it’s even easier. Our tag is “asynchronous,” lightweight, and doesn’t affect site speed. We have instructions for placing on Shopify and other e-commerce sites, too.

Can I make changes after the program starts?
Yes. Whether it’s changing the budget, adding more pages or updating the creative, most changes can be implemented by the following business day.

What filters can I use to pick which visitors to mail to?
Choose the URLs that have the stronger conversion rates and highest order value or profit (abandoned cart, product page, etc.). You can also filter by the number of page views and geographic targeting.

Can I send different postcards to my visitors?
Yes. We’ll help you analyze your website traffic to see if it makes sense to implement different creative for different pages visited.

Can I use this as a new customer acquisition channel?
Yes. Simply send us a list of existing customers to suppress. Depending on your customers’ typical buying cycle, we recommend a suppression file of the past 12-24 months.

How long does it take to start a program?
It really depends on the creative. Once you place the tag on the site, we start seeing data the next day. From there, it’s a question of setting the filtering rules, your budget, etc. When the creative is ready, we can launch the program.

Of course, you’ll probably have more questions about how this fits for your business, and we’d love to discuss them. Contact your Modern iO Retargeting Specialist at 800.959.8365 today.