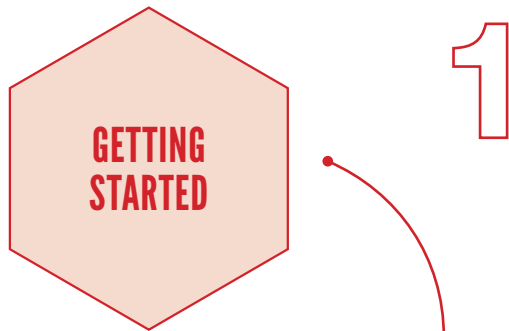


# START ON THE PATH TOWARDS IMPROVED WEBSITE CONVERSION.



1

## Placing the tag reveals your addressable rate

The tag not only shows the traffic that is already coming to your site, but also how many of those visitors we can match to a mailable address, referred to as an "Addressable." We show will show you the top 40 pages on your site:

URL	Visitors	Addressables
/shorts	145	79
/shirts-women	112	74
/hats-men	107	68



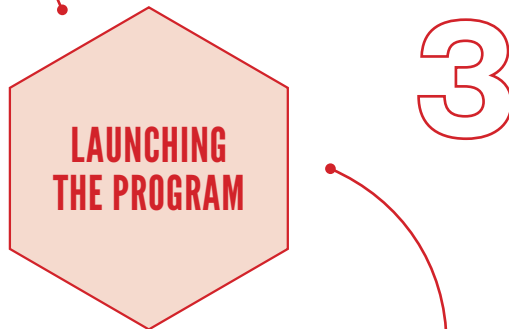
2

## Visitor patterns help you select which pages to target

All targeting is based from the pages (URLs) on your site. Whether you have 5 or 5,000 pages, planning the program starts with identifying interested prospects based on the pages they visit.

### Planning the Budget

Once the targeting parameters have been chosen, we can determine the approximate number of available visitors you can mail to each day. You control the budget by setting daily or monthly limits that can be adjusted as the program runs.



3

## Developing the creative

Now that you've identified which visitors to mail to, designing the postcards to be relevant to those visitors increases response and conversion. The best programs have strong intention and a real purpose driving the design decisions. You're mailing to people who have already visited your site, so focus on getting them past any potential objections to convert.

### Billing and payment options

We only bill you for the number of actual cards mailed. Billing occurs each Friday, charging you for all cards mailed that week.



4

## Campaign Results

Your dashboard gives you up-to-date performance metrics.

Run Date	Mail Date	Return Visitors	Cumulative Visitors	Conversions	Cumulative Conversions
05-27-2020	05-20-2020	43	2,625	6	304
05-22-2020	05-15-2020	7	2,582	0	298
05-21-2020	05-14-2020	7	2,575	0	298
05-20-2020	05-13-2020	9	2,568	0	298
05-19-2020	05-12-2020	7	2,559	1	298

Contact us now to get started!

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# 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.

## 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.

## 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.

## 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.

## 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.

## Do I need to pay upfront?

No. There are no upfront costs and once your program launches we mail your cards out during the week and then automatically bill you on Fridays based on that week's actual amount.

## 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.

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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.

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