



Direct Mail Retargeting Opportunity Calculator

**If using a Mac, open in Adobe Acrobat.*

Opportunities available with Direct Mail Retargeting Per Month

Unique website visitors per month	Enter your Average Unique Visitors <input type="text"/>
Your website conversion rate	Select your Conversion Rate [^] <input type="text"/>
Visitors who left without buying	<input type="text"/>
Visitors Ad-Blocked, Ad-Blind, and iOS Opt-Outs*	60%
Visitors receiving traditional Digital Retargeting	<input type="text"/>
Visitors reachable only with Direct Mail Retargeting	<input type="text"/>

Annualized

This estimates how many additional, lost unique visitors you can reach each only via Direct Mail Retargeting. You're currently missing these opportunities due to the normal challenges of Digital Retargeting.

To see how to turn these Lost Visitor Opportunities into a profitable Direct Mail Retargeting program, including the approximate number of cards mailed per day, pricing, and estimated Return on Ad Spend, contact our Modern iO specialist today at **866-959-8365** or **Book a Call**.

[^] If known, please select. Default conversion rate of 2% via numerous eCommerce studies

**This is a conservative estimate generated by sourcing reputable studies regarding ad visibility. Ad Blockers affect 27% of website visitors (from eMarketers: <https://www.emarketer.com/content/ad-blocking-growth-is-slowing-down-but-not-going-away>) ; iOS opt-outs account for 21% of visitors (from Statista: <https://www.statista.com/statistics/1234634/app-tracking-transparency-opt-in-rate-worldwide/>) ; "Ad Blindness," where people see 1,700 banner ads per month but only see half of them is at 50% (Small Business Genius: <https://www.smallbizgenius.net/by-the-numbers/advertising-statistics>).*