amsive

Proof Is In The Numbers

Direct Mail Retargeting Case Studies

By utilizing cross device linking and identity graphs, we track our clients' visitors through their website to specific pages. We then apply a set of business rules (including geofencing if applicable) that trigger a postcard to be mailed the day after the website visit when matched.

Finance

Overview:
Increased closed loans for purchase and refinance by targeting borrowers who were researching their options.

Results
based on avg. retail sale of $2,500

Response Rate: **.45%**
Cost Per Conversions: **$277.78**
Campaign ROMI = **8 to 1**

Automotive

Overview:
Converted end of funnel drivers for new and used sales. Custom creative based on the type of vehicle they were engaging with online resulted in 79 cars sold within one month. Exceeded month end quota and goals for the dealership.

Results
based on avg. retail sale of $1,907

- Response Rate: **3.72%**
- Cost Per Conversions: **$33.59**
- Campaign ROMI = **55 to 1**

Retail

Overview:
Improved year over year mattress sales at a selected area store during the clients Labor Day Sale via direct mail retargeting by targeting anonymous visitors that did not complete the buying process through the client's website.

Results
based on avg. retail sale of $1,500

- Response Rate: **.43%**
- Cost Per Conversions: **$291.67**
- Campaign ROMI = **4 to 1**

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