

DIGITAL INTEGRATION: The Future of Direct Mail is Now



SOCIALMATCH

Increase conversions by maximizing exposure to your mailing list on social media. Match Facebook and Instagram accounts to your mailing list to deliver social ads into their feeds before, during, and after the mailer hits – priming them for your direct mail piece.



MAIL TRACKING

Are you wondering if the mail was delivered? Know exactly when a mail campaign hits mail boxes, export the delivered lists, receive non-scan data down to the individual mail piece.



INFORMED DELIVERY®

Through Informed Delivery® integration, you can add an additional touchpoint through the USPS's daily mail preview sent via email and add a digital component to your direct mail campaign.



CALL & TEXT TRACKING

Seamlessly track campaign effectiveness by recording every phone call that comes in as a result of the mail campaign and capture the name, address, and demographic information of callers when available. You will also have the ability to engage with consumers and drive incremental conversions by delivering coupons and URLs via SMS from the same call tracking number.



ONLINE FOLLOW-UP

If a prospect leaves your website without taking action, your ads will follow them and show up throughout the Google Network directing them back to your website.



SOCIAL MEDIA FOLLOW-UP

Keep your follow-up ads in front of prospects even when they're scrolling through their newsfeed on Facebook and Instagram.



LEADMATCH

Receive a list of who visited your website from the mailing list and what actions they took. With LEADMATCH, you can mail to unique targeted visitors who visited your website, even if they weren't on the mailing list! Finally, true attribution for a direct mail campaign!



LIST ACQUISITION & APPEND

We can assist you with researching and purchasing a targeted, saturation or specialty list. We can also help with appending services for additional contact info for LeadMatch or any list you might already have.

SmartMail^{+Plus}

Powered by **HOT**



SocialMatch



Mail Tracking



Informed Delivery®



Call & Text Tracking



Online Follow-Up



Social Media Follow-Up



LEADMatch



YouTube Ads



Discovery Ads



Google Geotargeting



Social Geotargeting

Use the full power of digital integration with this premium, full-service suite that includes YouTube Ads, Discovery Ads, and Google and Social Media Geotargeting in addition to our 7 standard features.



YOUTUBE ADS

Capture attention and cut through the clutter with dynamic video instream ads. Serve video ads before users play their favorite YouTube videos to engage your audience.



DISCOVERY ADS

Use the power of discovery to serve ads across Google feed environments including the Google Discover feed, YouTube homepage, and the promotions tabs in Gmail. Based on interests, online activity, device information, and history, target users primed to take action on your messaging.



GOOGLE GEOTARGETING

Reach qualified prospects in select locations, ensuring that your advertising reaches people who are most likely to take immediate action on your marketing message.



SOCIAL MEDIA GEOTARGETING

Broaden your advertising reach while still targeting qualified prospects by showing social media advertising in a user's Facebook and Instagram feeds based on their location.

hotgraphics.us

419.242.7000 | info@hotgraphics.us



We can do that.