



## SMART TARGETING ONLINE FOLLOW-UP

We've got two questions for you...did you know that 96% of website visitors leave without taking any action? Have you ever visited a website once and then started seeing banner ads with that company's name on other websites you visit?

Digital integration starts here. **SmartMail** takes your direct mail campaign and throws it online. When someone visits your website or landing page they will automatically see follow-up ads on thousands of other websites they visit via the **Google Network**. It's an effective way to keep your campaign in front of potential customers until they decide to become one.

When someone visits your website or landing page and they don't become a customer or take advantage of your offer, they will automatically see follow-up ads on thousands of other websites they visit via the **Google Network**. It's an effective way to keep your campaign in front of potential customers until they decide to become one.

- Website visitors who are retargeted with display ads are 70% more likely to convert on your website
- With retargeting, the percentage of users who return and complete conversion process increases to 26%
- In one study, retargeted ads led to a 726% lift in site visitation after four weeks of retargeted ad exposure
- If a prospect leaves your website without taking action, your ads will show up throughout the Google Display Network directing them back to your website
- Website visitor receives a "cookie" via Google so that your ads follow them as they browse other sites

