



Solutions at Work



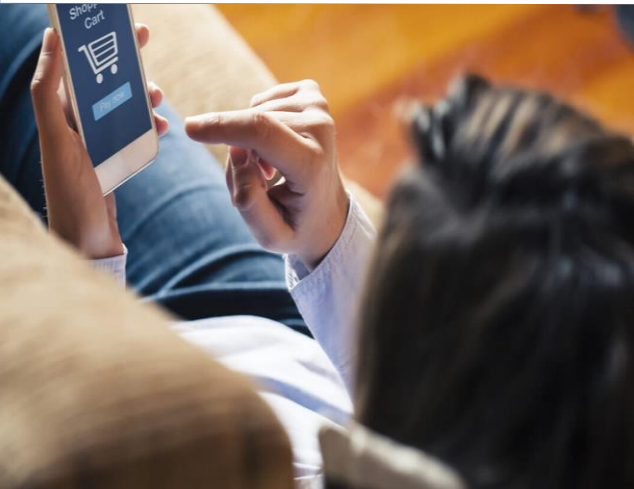
Online Financial Services

This online financial services org needed to drive refinancing & loan applications. But, visitors were leaving the site without providing a way to follow up.



10.9% of visitors returned to site.

45% of returning visitors took 5+ actions



NaviStone's Hotline solution was used to send daily files to the Advertiser's printer, and support a daily postcard program.

30% provided an email address.

20% provided a phone number.

26% entered a loan amount.

Travel & Hospitality

This leader in the travel space is unable to accommodate bookings online. Visitors leave the site without providing contact information to support follow up.



210% improvement in productivity of the direct mail program



NaviStone's Amplify solution allowed daily browsing activity to be appended to the Advertiser's existing customer file. Models then determined who to mail with personalized content.

5% improvement in AOV

Home Services

This Advertiser's product is custom to each consumer. But, consumers often leave the site without providing a way for them to follow up and schedule an appointment.



33% of returning visitors confirmed appointments



Audiences were created, modeled, segmented and received personalized direct mail after visiting the website through NaviStone's turnkey Postcard Program.

Cost per Appointment was \$195 vs a threshold of \$300.

The top segment produced a CPA of \$119 on average.



Design Toscano wanted to identify visitors coming to certain categories of the site who are highly engaged, but leaving without making a purchase.



4.46%
Response Rate



NaviStone's triggered postcard program was used to reach visitors based on category engagement offering a highly individualized and timely customer experience.

\$12.52
ROAS

Touch of Class needed to drive greater demand through new customers visiting their website.



Unknown website browsers are **35%** more productive than traditional lists. Prospects are **95%** unique.



NaviStone's personalized postcards with custom offers were used to convert visitors into customers.

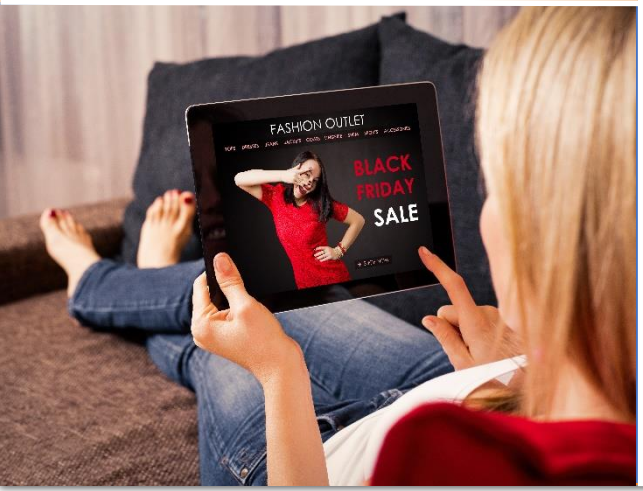
"Innovative new sources of customers come along very rarely in our industry"
- Fred Bell, Co-Founder

DHC Cosmetics was unable to mail lapsed customers profitably.



Welcome Back!

The identified web browsers outperformed DHC's own reactivation selects by **51%**.



Through NaviStone Reactivation, DHC was able to reach customers browsing the site that they otherwise couldn't from traditional transaction data.

Big Data optimized by **114%**



Bluestone Perennials needed to identify and convert profitable cart abandoners who could not be reached via email.



14%
Growth over prior seasons



By partnering with NaviStone to implement the retargeting postcard program they could reach previously unidentifiable website shoppers via the power of direct mail.

11x ROAS
6.14%
Response Rate on average

For more information on
how to make yesterday's visitor
today's customer
visit www.navistone.com.