

Insider Tips to Optimize and Individualize Your Postcard Retargeting Campaigns

Get more from your retargeting efforts by using direct mail postcards to reach your more interested audience. See how each element plays an important role in engaging your audience with individualized, thoughtful marketing.

30% OFF ALL HIKING GEAR

SPECIAL PROMO CODE
(ON BACK)

EXCLUSIVE IN STORE SAVINGS - VISIT NOW & SAVE!

USE CODE 23X43D IN STORE NOW & SAVE

US Postage PAID

John Smith
343 Apple Lane
Montgomery, Ohio 55555

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- Display complementary products to the item viewed online (ON BACK)
- Include offers based on previous purchase behavior
- Easy to print, easy to execute, not much waste for printers
- 4.25 x 6 inch postcards mail First Class for the same cost as Standard Mail and ships in 1-2 days
- Offer exclusive in-store savings

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- Give a clear Call to Action to visit a store or go online
- Show a map to nearest store if you want to promote in store purchases
- Don't overplay personalization
- Postcard images should be category specific; NOT item specific

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Create a Single Customer View

- Know why an individual is motivated to go online or in-store
- Know where they are on the path to purchase
- Use postcards when they are in the "I want to buy" stage

Pay Attention to Intent Signals

- Abandon Cart
- Pages Viewed
- Time Spent on Page
- Switch from mobile to desktop device

Overlay Consumer Data

- New Mover
- Transaction Data
- Companies They Buy from Demographic

Reach Your Email Subscribers and Abandoned-Carters

- Send passive email subscribers postcards based on current interests
- Reach out to email opt-outs with an individualized re-engagement offer based on their current interests and previous transactional data
- Works for prospects or customers Run an A/B split

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