

Reach your customers where they are

Using digital ads as part of an omnichannel approach is a smart move—if you're doing it correctly. For every marketing channel added, the chance for a sale is increased by 20-60%.

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In 2019, the average adult spent almost double the time on digital channels than on TV, making digital channels the clear choice for reaching consumers.

Deluxe can help you turn your digital advertising into a direct-to-consumer channel using a proven digital solution and three-step approach: **build, target** and **measure**.



Our 3-Step Approach

Build

We utilize thousands of data attributes and sophisticated algorithms to make strategic recommendations and build highly predictive files. Our data goes beyond the basics to ensure your best audience is targeted.

Target

We work with our onboarding partner to match pre-identified households to anonymized digital IDs that allow us to precisely execute your digital ad campaign across desktops, laptops, smartphones and tablets.

Measure

We use control groups to compare the desired conversions of qualified consumers who receive digital ads with those who don't, providing the true measure of ROI for all of your digital, direct mail and omnichannel campaigns.



All Plans Include

- » Digital campaign strategy
- » Mail File onboarding and digital match (if applicable)
- » Measurement strategy
- » Digital campaign optimization
- » Campaign reporting and insights

| Omnichannel BASIC | Omnichannel PRO |
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| <p>Display Ads</p> <ul style="list-style-type: none"> » Mobile (smartphone, tablet) » Display (laptop, desktop) » 60- or 90-day campaign | <p>Omnichannel BASIC</p> <ul style="list-style-type: none"> » A/B creative testing |
| <p>Reporting</p> <ul style="list-style-type: none"> » Clicks and Impressions by day » Click through rate » Delivered post campaign | <p>Reporting</p> <ul style="list-style-type: none"> » BASIC reporting » Creative performance weekly » Exposure file attribution » Delivered post campaign |

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