



Online Follow-Up with Google Ads

Increase conversions by pairing your direct mail campaign with the Google Display Network. The more times a lead sees your marketing message, the more likely they are to convert, and Google Display Network paired with your direct mail campaign increases those conversions!

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.

Why use Online Follow-Up?

- 96%** | of website visitors leave without taking any action
- 26%** | increase in completed conversions when those users who have been retargeted return to the website
- 70%** | of website visitors who are retargeted with display ads are more likely to convert on your website

How it works:

- We track your direct mail piece via IMB barcode technology. This allows you to know exactly when your cards will arrive in prospects' mailboxes.
- When a direct mail lead visits your website they get a cookie assigned to their browser and these new leads are funneled into a follow-up system using the Google Display Network.
- Now these leads will see your ads/offers matching your campaign's design as they continue navigating the web.

