

DIRECT MAIL RETARGETING

WITH A PERSONAL TOUCH



CONVERT UNKNOWN QUALIFIED WEBSITE VISITORS TO SALES & LEADS

Direct mail retargeting bridges the gap between your online presence and physical communication by sending targeted postcards, flyers, or letters based on specific customer actions on your website.

At Pel Hughes, we employ privacy-compliant technology to send direct mail to potential customers after they interact with your brand online—whether by viewing specific products, abandoning a cart, or signing up for your newsletter.

Thanks to automated technology, a personalized direct mail piece can be sent within minutes of the customer's online action. This innovative method gives you a competitive edge—without overspending on your marketing.

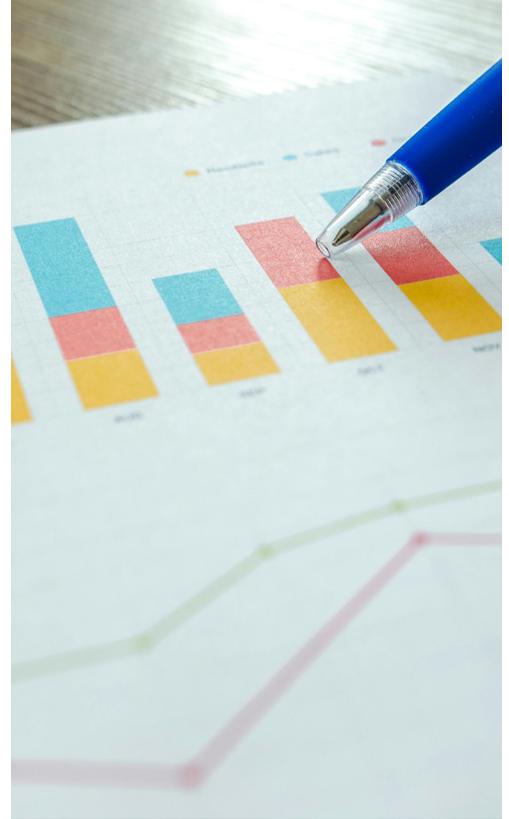
BENEFITS

- **Boost digital marketing efforts** with affordable print advertising
- **Strengthen brand loyalty** and recognition
- **Test promotions** with coupons or discounts
- **Build connections** with customers offline
- **Drive conversions** and close more sales
- **Reach customers faster** with automated direct mail printing within minutes of website activity
- **Enhance your multi-channel marketing** with seamless integration across digital and print platforms
- **Increase response rates** with personalized, targeted mailers that resonate with each customer
- **Low cost**, with each mailer costing around **\$1.00** per piece, all-inclusive
- **Privacy compliant**, ensuring adherence to data protection standards
- **Environmentally friendly**, using sustainable materials for a greener approach to marketing

CASE STUDY: XYZ CLOTHING COMPANY

HOW DIRECT MAIL RETARGETING IMPROVED CONVERSIONS AND ROI

XYZ Clothing Company is a leading online fashion retailer that wanted to convert more website visitors into buyers. By launching a targeted direct mail campaign, they boosted their conversion rates and exceeded their Return on Ad Spend (ROAS) goals.



GOALS

Higher Conversions: Target shoppers who browsed but didn't complete a purchase.

Achieve a 2.5+ ROAS: Ensure the campaign is cost-effective and profitable.

Strengthen Brand Recall: Stay top of mind with potential customers through personalized messages.

STRATEGY

Segmented Audience: Identify and target potential customers based on their website behavior.

Compelling Design: Postcards featured eye-catching designs with product images and limited-time offers.

Personalization: Each piece included the recipient's name and tailored product suggestions.

Analytics: Continuous tracking allowed for real-time improvements and greater efficiency.

RESULTS

Increased Conversions: The campaign significantly increased sales from targeted segments.

ROAS of 4.5: Exceeding expectations, demonstrating the power of direct mail retargeting.

Brand Loyalty: Strengthened customer relationships and reinforced the company's image.

Actionable Insights: Real-time analytics provided valuable insights for future campaigns.



WHAT TRIGGERS DIRECT MAIL RETARGETING?

- Signing up for newsletters
- Leaving items in a shopping cart
- Viewing specific products or web pages
- Downloading a PDF or form without submission
- Requesting more information but not finalizing



only the
TOP 5-6%

*Most online visitors don't purchase on their first visit. Direct mail retargeting serves as a friendly reminder and brings them back to make a decision. We develop a very rigorous data model that analyzes your web traffic and qualifies only the **TOP 5-6%** of your unknown website visitors most likely to convert to receive a mailer.*



TUNE IN TO LISTEN

*Direct Mail
Retargeting*

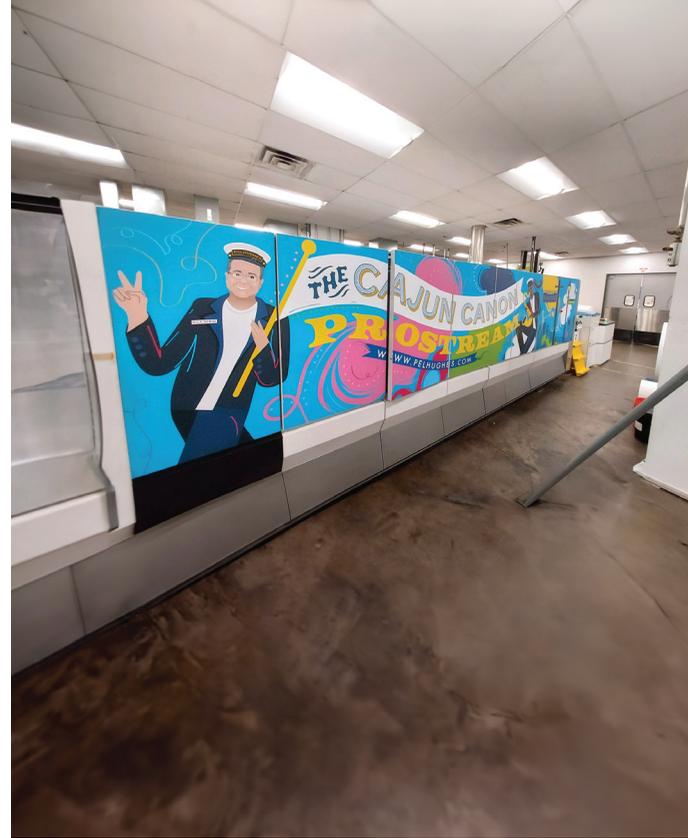


SCAN HERE
to listen now!

WHY CHOOSE PEL HUGHES?

PEL HUGHES SIMPLIFIES YOUR MARKETING AND PRINT NEEDS BY PROVIDING COMPREHENSIVE SOLUTIONS:

- **One-stop solution** for printing and fulfillment
- **Manage materials online** with ease
- **Ensure brand consistency** across campaigns
- **Engage across media**—both online and offline
- **Drive new sales**, retain customers, and increase your ROI
- **Analyze and optimize** campaigns with real-time insights
- **Improve performance** with targeted strategies and executions



GET STARTED TODAY

CONTACT PEL HUGHES TO ENHANCE YOUR MARKETING EFFORTS WITH DIRECT MAIL RETARGETING.

We're ready to help you convert more leads, improve retention, and maximize your marketing ROI.



CONTACT

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READY TO SEE RESULTS?
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