

DIRECT @ TARGETING™ DELIVERS RESULTS

**ACTUAL
B2C
RESULTS**

The following represents actual insights, data, and results yielded from a single B2C DIRECT TARGETING campaign — developed and deployed by GLS / NEXT Precision Marketing.

5,400,000+
IMPRESSIONS SERVED

15 average number of impressions served per matched contact



REAL-TIME OPTIMIZATION



- > 160 x 600
 - > 300 x 250
 - > 728 x 90
- HIGHEST PERFORMING AD SIZE/OFFER

Split-testing of 3 ad sizes & offers/ calls-to-action (CTAs)



**DIRECT
TARGETING
CAMPAIGN
Q3 2015**

STAGED DEPLOYMENT

IN-HOME **3** DROP DATES

HIGHEST PERFORMING DAY & DAYPART



1-2 **FRIDAY**
PM CST

CAMPAIGN SCOPE

830,000

TRACKED & PERSONALIZED direct mail pieces

CONVERSION BENCHMARKS



PHONE CUSTOMERS SCHEDULING APPOINTMENTS VIA 1-800 NUMBER

AVG. CTR **.08%**
DIGITAL ENGAGEMENT

+

371,000
Matched home IP addresses

SALES REVENUE LIFT



\$1.7M
MILLION

ATTRIBUTED TO CAMPAIGN