

Data-Driven Direct Mail

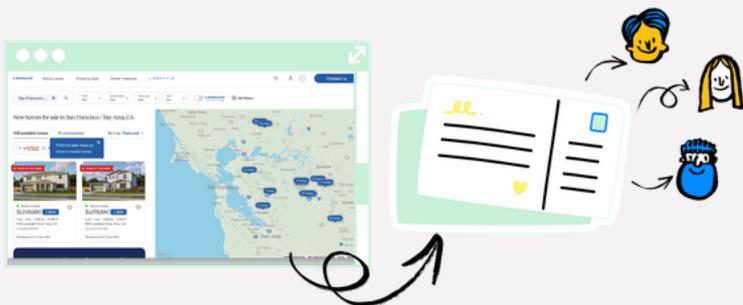
Reach in-market home buyers with **precise, measurable postcards.**



Your Direct Mail Opportunity

Moving happens in real life, not on a computer. Reach the right home buyers and renters before, during, and after the move with precision targeted direct mail.

- **Reach home buyers** that match your custom ideal customer profile with household-level consumer targeting.
- **Re-engage website visitors**, no form submission required.
- **Focus on in-market home movers**, and filter out agents or recent buyers.



Why Direct Mail?

9x ROI vs. email

81% of recipients take action after receiving mail

17 days in home, on average

4x response rate for postcards

Available Filtering Attributes

- ZIP / ZIP4 / City
- Home value
- Owner/renter
- Home type
- # of bedrooms
- Marital status
- # of children
- Pets
- # of vehicles
- Occupation
- Interests
- Amenities
- Likely mover
- Recent mover

Affordable

Retarget qualified home buyers for just

\$5

PER POSTCARD

How Data-Driven Direct Mail Fits In Your Strategy

Direct mail builds awareness and supports **bottom of funnel conversions** by reinforcing digital exposure.



Hyper-Targeted Reach

100M scored movers, targeting across CTV, mobile, and display.



Granular Controls

Local, DMA, zip-level geo-targeting, plus event / contextual targeting.



Quality Media & Results

Custom allow/block lists, brand safety, high completion rates.



Ad specs

- Front-and-back postcard design
- Custom QR code, provided to you

No in-house designer? Our Creative Services team is happy to help you design your direct mail postcards!

Customer Case Study

A top 50 home builder worked with Audience Town to launch direct mail. The results were astounding:

VIEW-THROUGH RATE

16%

VS. 1% INDUSTRY BENCHMARK

VISITED WEBSITE AGAIN

27%

AFTER RECEIVING POSTCARD

LOWEST COST PER LEAD

\$14

VS. \$100 FOR HIGHLY TARGETED CAMPAIGNS

Contact us to speak with this new construction home builder 1:1!

Get started today!

Ready to reach in-market home movers with ads? Let's talk!



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