

# Data-Driven Direct Mail

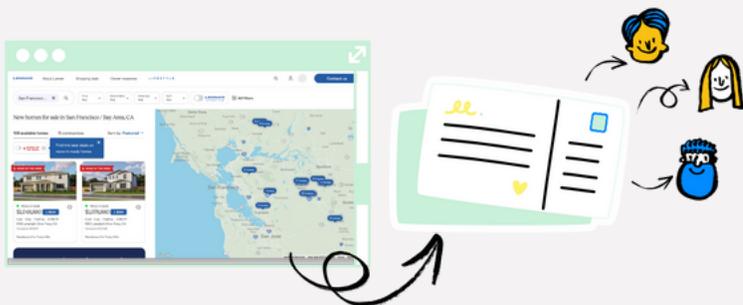
Reach in-market home buyers with **precise, measurable postcards.**



## 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

92% ROI 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

Reach qualified home buyers for just

# \$5

**PER POSTCARD**

# How Data-Driven Direct Mail Fits In Your Strategy

Direct mail builds awareness and supports **middle 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

*No in-house designer? Our Creative Services team is happy to help you build 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

NEW WEBSITE TRAFFIC

**27%**

CONVERSION

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!



**IAN BARBO**

VP, Operations

ian@audience town.com

