



GeoDirect
Pinpoint Target Marketing by 495Digital



Have your donors gone missing?

Direct mail in the trash, home phones disconnected, E-mails lost in spam—donors today are increasingly difficult to reach via traditional direct marketing efforts. As advertisers and marketers aggressively compete for attention over multiple channels, donors have become overloaded and seek ways to tune out the noise.

Reconnect with your donors!

GeoDirect is a suite of direct targeting tools by 495 Digital that helps fundraisers reconnect with donors via a Patented Direct IP-to-Household Matching Engine.

By leveraging over 800M IP addresses matched to 200M+ postal addresses, GeoDirect strengthens your direct outreach efforts by tightly integrating traditional and digital media.

- Direct mail is directly synced with online display ads targeted at the household level
- Non-invasive access to every computer, tablet, and smartphone on the web
- Deliver 1:1 online display ads to a specific target while they browse
- Display ads can be designed to coordinate with branding, themes, and messaging of current direct mail campaigns
- **Reach even those who are on the Do Not Call List!**

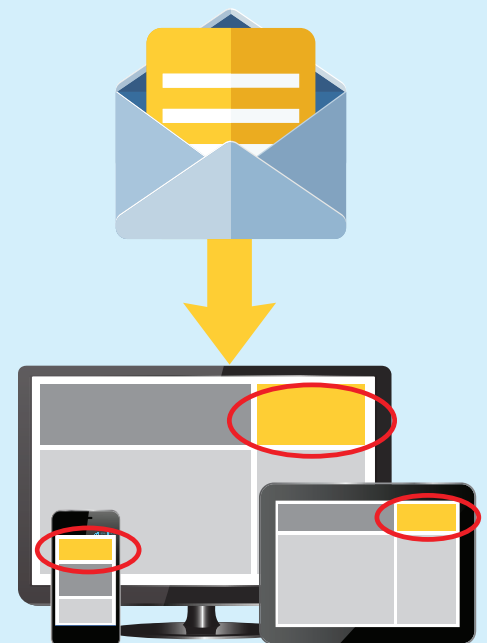
What makes this marketing technology so unique and powerful?

- Driven by a patented, Direct IP-to-Household Matching Engine
- Founded on the internet's most common user identification standard: IP Address
- Built by the industry's foremost experts in geospatial data management and IP monitoring
- **Proven ROI based on many highly successful campaigns**

How does it work?

GeoDirect's Direct IP-to-Household Matching Engine syncs direct mail with online display ads in each household.

1. We process your postal mailing list and match the addresses with our database of home IP addresses
2. We determine a window of time in relation to when your direct mail campaign will hit homes
3. Online display ads are displayed in your targets' homes during that window of time. Your ads can be designed to supplement and reinforce your campaign's message and call to action.





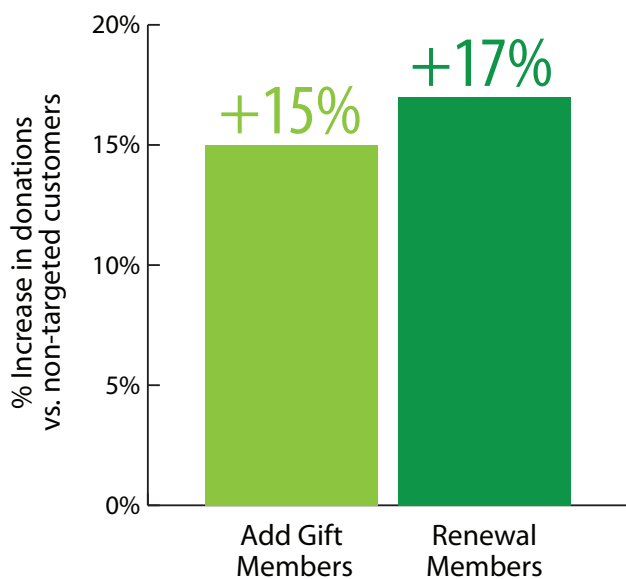
IP Targeting Increases Campaign Revenue with a **ROI of 6x or more!**

Public Broadcasting

Public Broadcasting Stations in Southern California, and in Connecticut, were looking for ways to increase their overall donations. Adding IP Targeting to the other channels they had scheduled—mail, email, pledge, and more—would lead to significant increased income.

Southern California Results

- Overall, members targeted with ads gave **14% more** than non-targeted members.
- Add Gift members who were targeted with ads gave **15% more** than those who were not targeted.
- Renewal members who were targeted with ads gave **17% more** than those who were not targeted.
- **The campaign had an ROI of 6** (\$6 of revenue for every \$1 spent).



Connecticut Results

- Overall, members targeted with ads gave **43% more** than non-targeted members.
- Lapsed members who were targeted with ads gave **32% more** than those who were not targeted.
- Renewal members who were targeted with ads gave **34% more** than those who were not targeted.
- Add Gift members who were targeted with ads gave **38% more** than those who were not targeted.
- **The campaign had an ROI of 9** (\$9 of revenue for every \$1 spent).

