



GeoDirect
Pinpoint Target Marketing by 495Digital



Have your customers gone missing?

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

Reconnect with your audience!

GeoDirect is a suite of direct targeting tools by 495 Digital that helps marketers reconnect with customers 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!**

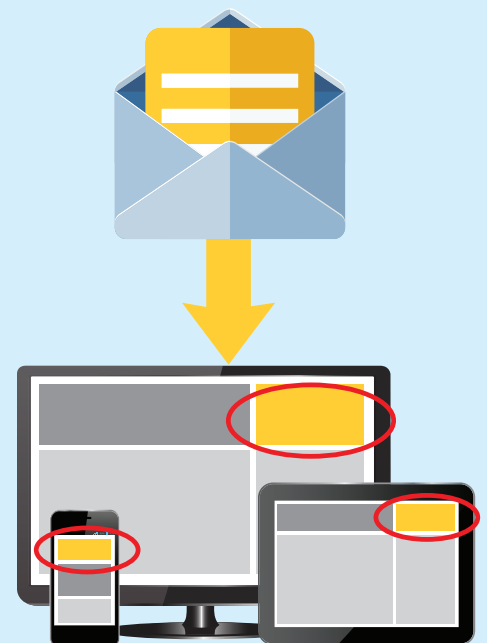
What makes this marketing technology so unique and powerful?

- 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 More Than **Doubles** Insurance Company Response Rates.

Overview

Insurance Companies operate in an increasingly competitive environment where reaching, engaging, and capturing new customers presents more and more challenges. Utilizing the GeoDirect service by 495 Digital can significantly increase engagement, enrollment, and retention rates and provide Insurers with the competitive edge that they are looking for in today's digital world.

The following case study illustrates the dramatic difference in response rates and landing page traffic between standard direct mail and direct mail enhanced with GeoDirect's IP targeted display ads.

Client: Large Health Insurance Provider

Campaign Target: One City

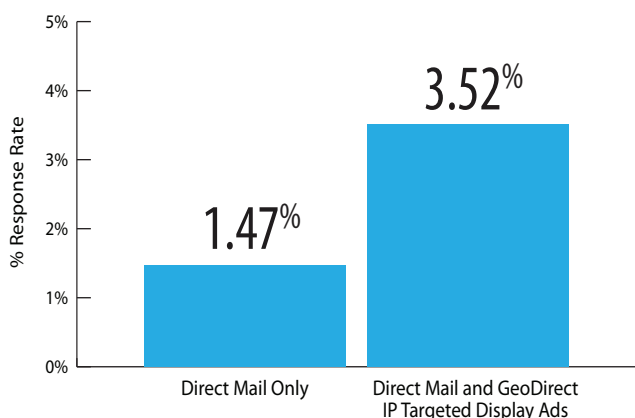
Campaign Impressions: 300,000

Total List Size: 9000

Direct Mail Only: 4500

Direct Mail plus GeoDirect: 4500

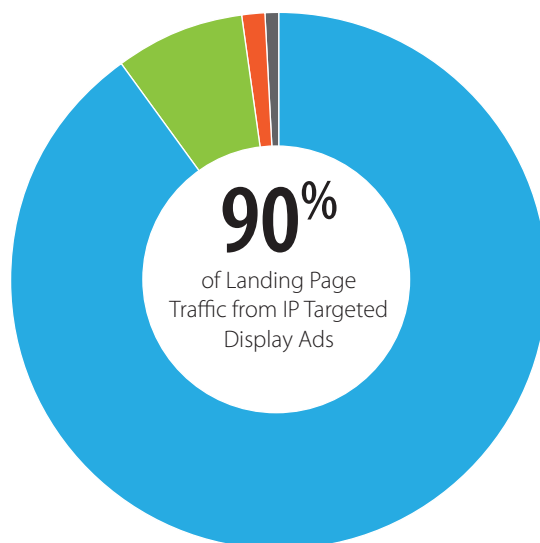
Response Rate



↑ 240%

Direct Mail supplemented with GeoDirect IP Targeted Display Ads Resulted in a 240% increase in response rate

Landing Page Traffic by Source



IP Targeted Display	90%
Direct URL	8%
Organic Search	1.4%
Referral	.6%