

Multi-Channel Digital & Direct Mail: Finding the Perfect Balance in Prospect Marketing

SHARED STRENGTHS

BEST PROSPECT TARGETING

Precise audience models powered by high affinity, offline data sources anchored to an actual person and physical address.



COMPREHENSIVE TESTING

FaQtor Test methodology quickly identifies the best performing models, media mix, creative and offer strategy.

SCALE

Millions of quality prospects available based on deterministic data points to reach scale goals.



VERSATILITY

Campaign learnings and models can be implemented across direct response channels for increased efficiencies.

PERFORMANCE MEASUREMENT

Transparent, multi-faceted reporting based on holdout and matchback metrics to validate performance.



CAMPAIGN DIFFERENCES

MULTI-CHANNEL DIGITAL

STRATEGY

Brands looking to optimize CACs with improved digital prospecting, AND/OR brands that do not have the test budget for direct mail.



INVESTMENT

Smaller: \$10K-\$50K campaign costs will cover all strategy, creative, data, and digital media costs.



SPEED TO MARKET

2 weeks from signing a statement of work.



DIRECT MAIL

STRATEGY

Brands looking to diversify their marketing channel spend AND/OR scale for significant customer growth.

INVESTMENT

Larger: \$75-300K campaign costs will cover all strategy, creative, data, postage, paper, and ink costs.

SPEED TO MARKET

4-8 weeks from signing a statement of work.