

Frequently Asked Questions About Postal Remarketing

What is Postal Remarketing?

Postal Remarketing is a retargeting strategy that captures information from website visitors and uses consumer data to determine a postal address. Once the postal address is obtained, the individual is entered into a direct mail retargeting campaign.

How does Postal Remarketing work?

Streamworks Postal Remarketing programs is executed in three steps.

1. Tracking codes with the HTML code of a website page and visiting IP Addresses are collected.
2. Using U.S. consumer data, a postal address is matched to the IP Address
3. A personalized 6x9 postcard is digitally printed and mailed with 48 hours of the website visit.

Who should use Postal Remarketing?

Any B2C company with strong website traffic should use postal remarketing as part of their retargeting strategy. Retargeting campaigns are 10x** times more likely to convert into a sale than the initial engagement.

What kind of results can you expect?

Results indicate 20%* of postcards sent in a retargeting campaign will trigger a return visit to the website. The Retail industry has the highest return averaging 10-25%.

What is the matching process?

1. The IP Address and device IDs are captured using tracking pixels on a web page.
2. The IP Address is first matched to an email address.
3. Using U.S. consumer data, the email address is matched to a name and postal address.

Source:

*Modern Postcard - 2021 Postcard Retargeting Webinar

** Evenbrite 2016

What is the matching criteria?

Our default matching criteria follows strict logic to ensure the most accurate match possible. Providing a greater certainty that the target audience is being reached.

Automated Default Setting

If there are multiple emails tracked to an IP Address, regardless of the postal address, the entire result set is disregarded.

For example: If a visitor is connecting to the internet through a public router (ie. Starbucks) with a lot of other devices, no postal address would be matched. This is because the system cannot be certain which individual using that IP Address is on a particular website.

There may be circumstances when a strict match is not necessary. In those cases, the ability to loosen the match criteria is available. This is not an automated batch system and will require manual efforts to download names on a daily/weekly basis. ***Additional fees may apply for this service***

Custom Setting Options:

1. If there are multiple emails with different postal address, no data will be appended. Or if all of these multiple emails have the same postal address, a record with the latest time stamp is selected and populated.
2. Append emails without any restriction.

What is the average match rate?

The match rate will depend on a few factors, but the average is 20%.

Factors that dictate match rate:

1. How strict is the programs match criteria?
2. What percentage of website traffic is mobile vs desktop?

IP Addresses are not used when internet connections are provided by a cellular network. IP Addresses are only used when a website is accessed through an internet router.

Are the matches accurate?

The location of an IP address is not an exact science. Because of dynamic IP addresses, the IP address associated with a postal address may change. Although every effort is used to ensure accuracy, the actual address for an IP address may be in a surrounding area.

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Is the append data available for other marketing efforts?

Email addresses obtain during the append process are not available for marketing because the recipient has not given permission. Postal address can be used for other Marketing campaigns are available at the end of the program.

What kind of reporting is available?

The tracking of recipient's actions during the campaign is not part of our program. Custom reporting is available, depending on the request.

How long does it take to get started?

Allow 2 weeks to set up tracking and personalization programming. If postcard design is not provided, then timeline may be extended.

How much does it cost?

Program set up fee \$1500

6x9 Postcard Design – Additional if not provided by client, \$125/hr

Print and Mail – \$1.50 per postcard – Includes First Class™ postage

No daily minimums

Above prices are for one tracking page and one postcard design. Add \$625 per additional creative set, as needed.

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** Evenbrite 2016