




PERFORMANCE-BASED MARKETING: THE WHY & THE HOW

LendIt Fintech 2018

A hand is shown holding a white envelope. A thick black horizontal bar redacts the address on the envelope. The background is a blurred mailbox with a red handle. The overall image has a blue-tinted overlay.

WHY USE MAIL?



**MAIL SEPARATES THE SIGNAL FROM
THE NOISE FOR ACQUISITION**

**IT IS THE #1 SOURCE OF TARGETED LEADS
FOR FINANCIAL SERVICES COMPANIES**



**IS MAIL “IT” FOR
ACQUISITION?**

THE NEW “IT”

Value of Omnichannel

Direct Mail + Digital Channels Lifts Performance

High Reach and Open %

More Real Estate

High Personalization



Lower Cost

Greater Frequency
/More Impressions

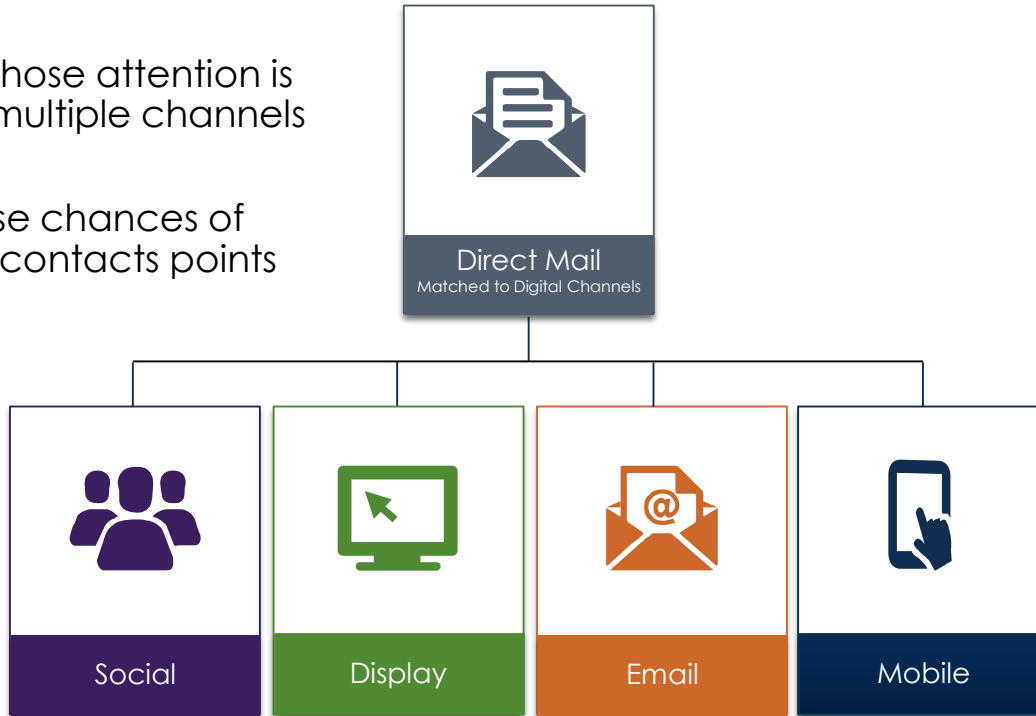
Faster Prep

- Frequency extension and greater stickiness vs. mailing only
- Brand messaging reinforced across media channels
- Increased share of voice across channels

COMMUNICATION LANDSCAPE

Reach consumers whose attention is fragmented across multiple channels

Dramatically increase chances of action with multiple contacts points



SYNCHRONIZING MAIL WITH DIGITAL – DIGITAL OVERLAY

Serve up online ads to the same individuals receiving direct mail within the past 24-48 hours

Leverage intelligent mail barcode

Touch direct mail prospects multiple times via digital to **boost response up to 20%+** and **conversion up to 30%**



EXAMPLE EXECUTION

HughesNet

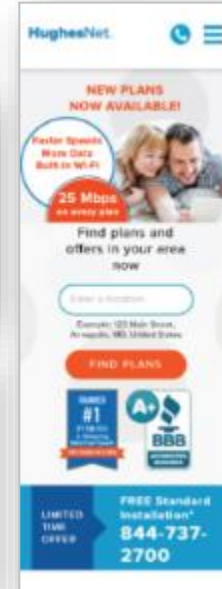
Magalog



Laminated Card



Facebook ads and mobile landing page



8% lift in quote completions, 8% conversion lift, improved cost per connect



DIGITAL OVERLAY – INSURANCE

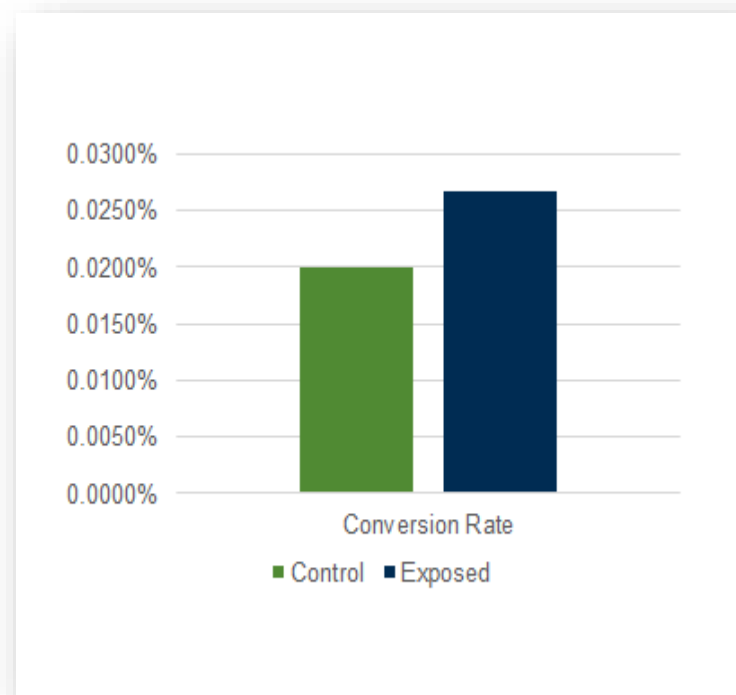
Major P & C insurance company

Overlay of online display and
Facebook ads

34% lift in conversion rate of target group

12% decrease in CPA in target group

26% increase in total conversions





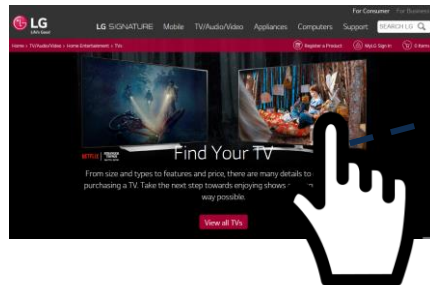
PIXEL TARGETED DM

PIXEL TARGETED DM

Use Online Action to Trigger DM Program – Programmatic Direct Mail

Web visitors look around, don't complete an application... and then leave

Reverse IP Targeting can identify and engage visitors by adding a real-action based trigger opportunity for marketing



A top-down view of a person's hands typing on a laptop keyboard. The laptop screen displays an email interface with the word 'Email' visible in the top left corner. To the right of the laptop is a white mug filled with dark coffee. The scene is set on a light-colored wooden desk. The entire image is overlaid with a semi-transparent dark blue filter. The text 'EMAIL LISTENING' is centered in a large, bold, white sans-serif font. A thin white vertical line is positioned to the left of the text.

EMAIL LISTENING

EMAIL LISTENING TRIGGERS

Triggering Email and DM Based on Email Content

Based on URL wording within email internal links

Recipients click on “cue words” and are captured and identified as warm leads

Matched to permission-based email lists

Real-time emails served to prospects/customers – 1.2 billion sent per day -

Postal address can also be generated at 70% match rate

The screenshot shows an email from LensCrafters. At the top, it says "View as web page" and "myAccount". The main header features the LensCrafters logo and a woman with purple hair and sunglasses. The headline reads "WHY DIDN'T YOU THINK OF THAT?". Below this, it says "You can use your vision benefits anytime! So why wait? Plan your visit today and protect your eyes all summer long." A red button says "PLAN YOUR VISIT TODAY". Underneath, it lists insurance partners: eyeMed, Anthem Blue Cross Blue Shield, Humana, and aetna. A note says "*Ask associate for details or find a store to learn more." At the bottom, there are links for "PRODUCTS & STYLE", "SAVINGS", "FIND YOUR LOOK", and "PLAN YOUR VISIT". Social media icons for Facebook, Twitter, and Instagram are present, along with a "SHARE THIS EMAIL" button. A "Privacy Policy" link is also visible. The footer contains the text: "You're receiving this email because you've opted in to receive information about LensCrafters products and services. If you do not wish to receive emails like this in the future, please [unsubscribe](#). THIS EMAIL IS AN ADVERTISEMENT. © 2017 LensCrafters. All rights reserved. LensCrafters • 4000 Luxottica Place • Mason, Ohio 45040 • 1-877-753-6727".



A person's hands are shown typing on a laptop keyboard. The image is overlaid with a semi-transparent purple filter and several social media icons. The icons include: a speech bubble with an envelope icon and the number 18; a thumbs-up icon with the number 59; a speech bubble with a speech bubble icon and the number 42; a person icon with the number 12; and a heart icon with the number 35. A vertical white line is positioned to the left of the main text.

SOCIAL LINKAGE DM

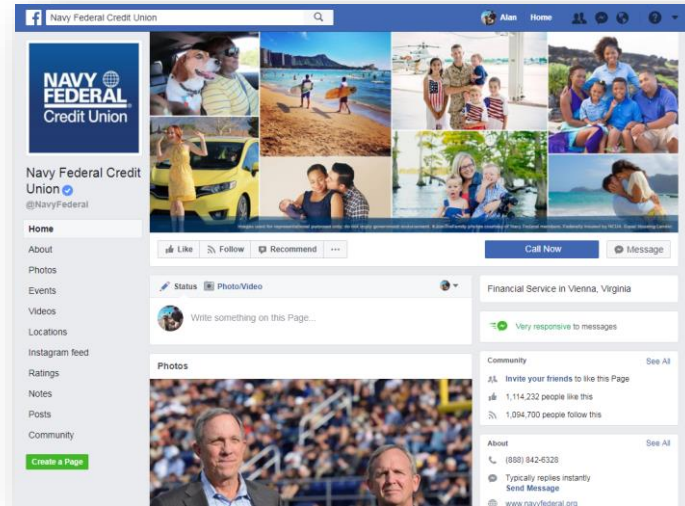
SOCIAL LINKAGE TARGETING

Transforming Social to Direct Mail – Reverse Matching

Social platforms – traditional in-platform advertising

Data feed of social IDs for desired pages (identified by like/follow/share/etc.) and link those records to valid, permissioned email addresses

Full postal contact records for direct mail may be applied (approximately 40% subset)



Enables you to mail engaged visitors to both your website and competitor site





OMNICHANNEL + FREQUENCY DELIVERS HIGH PERFORMANCE

- Targeted direct mail – reach and real-estate
- Triggered in-the-moment captures “warm” prospects
- Frequency reinforces and closes the sale

THANK YOU

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