

Online Follow-Up

We've got two questions for you:

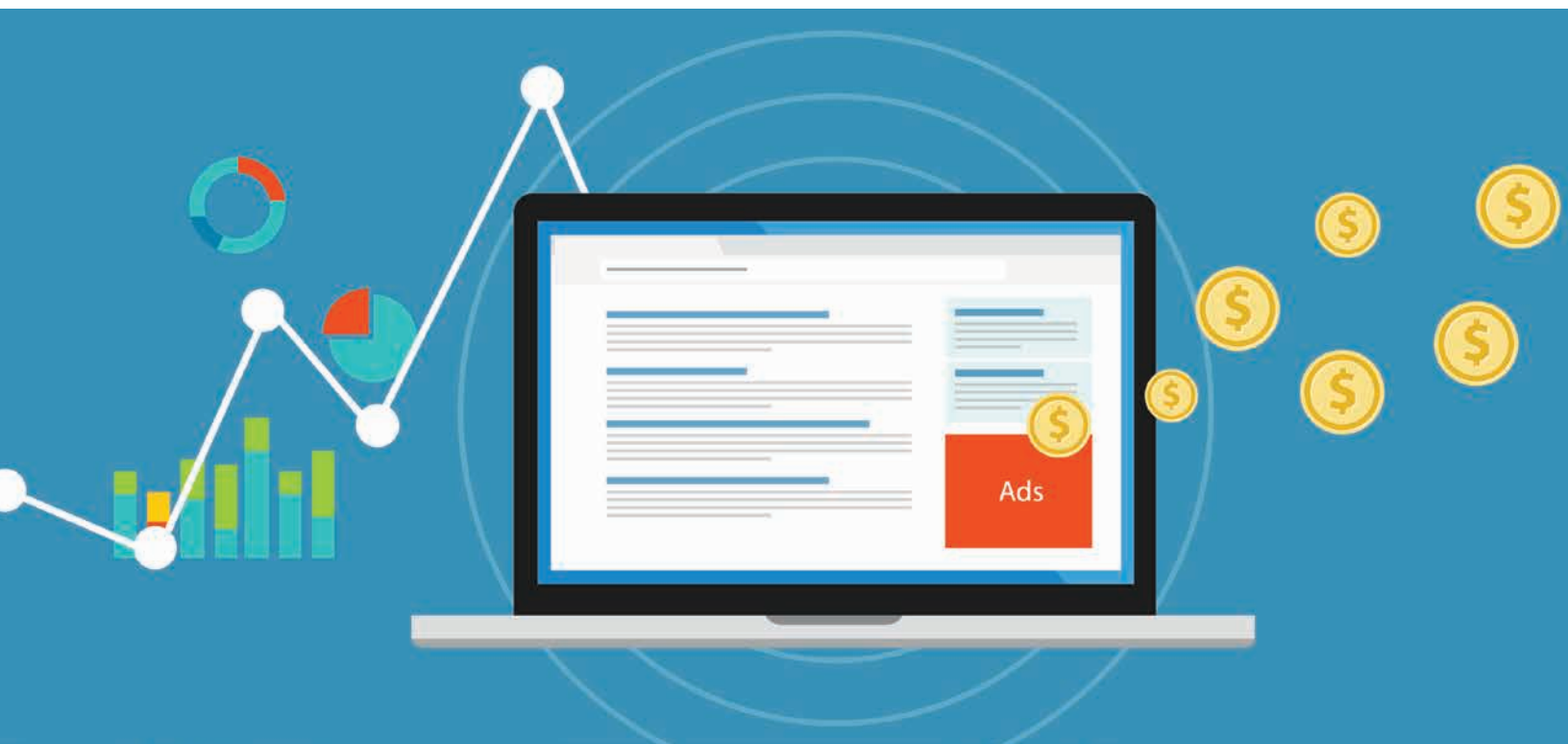
Did you know that 96% of website visitors leave without taking any action? Have you ever visited a website once and then started seeing banner ads with that company's name on other websites you visit?



Welcome to the beauty of Online Follow-up with Google Display network!

- Website visitors who are retargeted with display ads are 70% more likely to convert on your website
- With retargeting, the percentage of users who return and complete conversion process increases to 26%
- In one study, retargeted ads led to a 726% lift in site visitation after four weeks of retargeted ad exposure

If a prospect leaves your website without taking action, your ads will show up throughout the Google Display Network directing them back to your website.



How it works:

1. Your direct mail campaign is sent out and tracked with our mailing tracking system using cutting edge barcode technology. This allows you to know exactly when your cards are due to arrive in prospects' mailboxes.
2. When one of your direct mail leads visits your website they get a unique "cookie" assigned to their browser, so Google can identify them as a website visitor (aka someone interested in your company).
3. Your new leads are funneled into an automatic follow-up system using the Google Display Network. Text and image ads matching your campaign's design and offers follow your website visitors around the internet after they leave your site.

So in short, if leads don't take the desired action (fill out a form, buy, etc.) on your website the first time, you stay in touch. No leads left behind!

Examples:



The more times a lead sees your marketing message, the more likely they are to convert, and Google Display Network paired with your direct mail campaign increases those conversions!



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