How to Turn a Leaky Website into a Customer-Generating Machine Using Direct Mail Retargeting

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Leaky Websites Need Direct Mail Retargeting

Businesses need to find new ways to bring past website visitors back for another chance to buy.

You've spent years developing or sourcing *just* the right products and services to win the hearts and wallets of your favorite audience. You dream of turning all visitors into raving fans that buy and evangelize happily.

But despite investing A LOT of resources into products and services that customers love, Nike-level storytelling, and Apple-like imagery, your hoped-for deluge of conversions is more like a drizzle.

Because the reality is that over 98% of visitors don't convert on their first visit to your (or any) website.[1]

Which is why you may wisely implement digital retargeting strategies — but these strategies bump up conversions only a bit more.

Once you know that **86% of shoppers have become either blind to ads, annoyed at ads, or are blocking ads,**[2] it all makes sense. It's not that your retargeting ads are *bad*... your past website visitors just don't see them. These massive audience gaps mean your site is leaking A LOT of visitors you aren't able to reach back to.

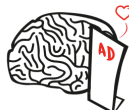**That's why we created** Modern iO Direct Mail Retargeting.

Direct Mail Retargeting is a proven retargeting tactic that fills in the gaps with a different kind of touch — a timely Postcard sent the next day to the 50%+ of your website visitors that get matched to mailable addresses.

The Postcard lands on your past visitor's kitchen table in just days, engaging them while they're undistracted by online noise. It stands out as a personal, real-world touch that few other brands take the time to do. And you just need a frequency of *one* to persuade more past visitors to return and convert — because a direct mail ad is kept by recipients on average for 17 DAYS.[3] Just one Postcard has plenty of time to do its job.

Your relevant offer **delivers higher conversions through the "superpower of Print"** and brings back more past visitors than any other strategy. **The US Postal Service did a neuromarketing study** with the Center for Neural Decision Making at Temple University.[4] The study compared Physical vs Digital advertising, and discovered:
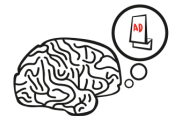

Participants processed digital ad content more quickly.	But participants *spent more time* with the physical ads than the digital ads.	Physical ads *triggered more activity in a part of the brain* that perceives value and desirability	Participants *had stronger emotional responses* to physical ads and *remembered them better*

The definitive study showed that humans are wired to respond more strongly to physical, printed messages. **They generate more emotion, so they create more positive brand associations and motivate prospects to buy.**

Businesses are adding Direct Mail Retargeting to their mix now, but it must have the right foundation...

1 — Invesp, 2020
2 — Infolink, 2020
3 — Small Business Administration, 2019
4 — USPS Delivers, 2019

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The 5 Pillars of Direct Mail Retargeting

1 QUALIFY

QUALIFY your website to determine if Direct Mail Retargeting is a good fit.

Determine if your business and website fit the profile of successful programs. What does that look like? We've found that a business needs three key elements in order to be successful:

- Average Order Value: **70^+$**
- Customer Lifetime Value: **300^+$**
- Monthly Unique Visitors: **3,000$^+$**

These aren't absolute – but definitely cover the 80/20 of successful Direct Mail Retargeting programs that we oversee.

2 UTILIZE

UTILIZE a 1st-party, cookie-based Direct Mail Retargeting approach.

This ensures your program is privacy compliant and has the highest Address match rates possible – so you can accurately connect with more of your past website visitors.

Be careful with IP-based matching, which has less accurate matching due to technology limitations. Plus, IP-based matching uses rooftop coordinates for addresses... which will be rendered useless in areas where multiple units are contained under a single rooftop.

3 TARGET

TARGET your mailings to focus on high-intent visitors for best ROI.

Refine your targeting to focus on visitors whose on-site behavior showed the intent you want. Review the page-specific traffic and number of mailable addresses to hone your strategy.

Set filters to identify visitors who abandoned carts, visited top-converting pages, visited two or more pages, or even who live in the geographic areas you want to focus on – and it can raise your program's results dramatically.

4 CREATE

CREATE the most effective Direct Mail Retargeting card possible — but beware.

Beware: the layout and messaging for Direct Mail Retargeting is different than any other channel — including regular acquisition Direct Mail. **Keep in mind that these prospects already visited your site, so focus on getting them to take action... this is NOT a branding touch.** Tell your story, highlight why you're different (and better), and give them an offer they can't refuse — REMEMBER, you're acquiring a new customer here.

5 OPTIMIZE

OPTIMIZE for best performance to deliver the highest Return on Ad Spend.

Using the up-to-date performance metrics in your dashboard, **evaluate your ongoing results and optimize any of the key campaign leverage points** to get the most out of your program.

Whether it's whom you target, which pages you target, the story told on your Postcard design, or your offer, we can help you identify what to adjust and develop the right testing strategy to optimize your program's results.

Our Modern iO Direct Mail Retargeting program is built on all 5 Pillars. See our FAQs for more details...

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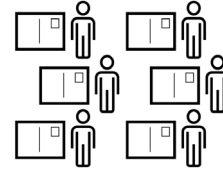
FAQs on Modern iO Direct Mail Retargeting

Answers to key questions about how to make our Modern iO Direct Mail Retargeting program work for you.

Visitors go to your site → Names & mailing addresses of about 50% of visitors are captured in a privacy-compliant way → Postcards are mailed to those visitors the next day

What types of businesses does this work for?

While B2C businesses typically see better results, we've implemented successful programs for B2B and Services companies as well. Generally, if you're looking to generate more leads or convert more orders from existing traffic, this is a service for you.

Can I use this for new customer acquisition?

Yes. Send us a list of existing customers to suppress. Depending on your customers' buying cycle, we recommend suppressing the prior 12 months.

What filters can I use to focus on the visitors we mail to?

Choose the URLs that have the stronger conversion rates and highest order value or profit (abandoned cart, product page, etc.). You can also filter by the number of page views and geographic location.

Can I send different Postcards to my visitors?

Yes. We'll help you analyze your website traffic to see if it makes sense to implement different Postcard creative for different pages visited.

Can I make changes to my program after it starts?

Yes. Whether it's changing the budget, adding more pages or updating the Postcard design, most changes can be implemented by the following business day.

Do I need to be an expert to design the Postcard?

No. If you already have a designer who is experienced with direct mail, great — but if not, don't hesitate to tap into our 25+ years of experience designing high-response direct mail. Once we work with you on the best strategy, we can provide either design guidance to your team, or we can create the Postcard for you.

Do I need to pay upfront?

No. There are no upfront costs to set up and launch your Modern iO program. We mail your cards out during the week, and then automatically bill you on Fridays based on that week's actual amount.

How long does it take to start a new program?

The process starts with you placing a tag on your site to enable address matching. You start seeing visitor data the next day. Then it's just deciding the filtering rules, your budget, and Postcard design (usually done last). Once your Postcard is ready, we can launch your program... the entire process takes just a few weeks.

Is the retargeting tag easy to place?

Yes, it only takes a few minutes. If you already use Google Tag Manager it's even easier. Our tag is "asynchronous," lightweight, and doesn't affect site speed. We have instructions for placing on Shopify and other e-commerce sites, too.

Get the most out of your Modern iO Direct Mail Retargeting program by following these insider Tips...

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5 Tips for Direct Mail Retargeting Success

Follow these Tips to drive more return visits and conversions in your Direct Mail Retargeting program.

Focus on the End of the Buyer Funnel

Past visitors from your website are already aware and interested in your products — they just haven't converted yet. Direct Mail Retargeting is built to bring those visitors back, so focus your strategy on what they need in order to commit and make that purchase. Get crysal clear on it.

Plan The Layout

Use a layout that not only has all the needed elements — message, offer, call-to-action, testimonial, etc. — but is organized to flow with a compelling sales story. Your Postcard has two sides, so treat the "address" side like it is the first look... using a great hook to bring them back!

Tell Your Story

Print is the ideal channel for storytelling because it generates better recall and stronger emotional response than digital, so take full advantage. Remind them of your brand, why they visited your site, and the differentiators of your products — with an offer they simply can't refuse.

Use Multiple Creatives

Match the Postcard design to the web page or product that your past visitor showed interest in. This not only increases relevance, but helps the prospect remember why they were on your site considering a purchase. A "one size fits all" creative strategy seldom outperforms.
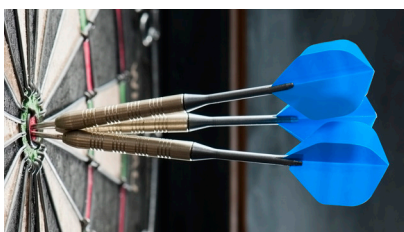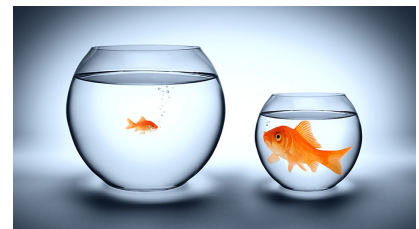
Refine Your Targeting

Lift response by focusing your retargeting on the right kind of visitors. Select specific pages (Best Sellers, Abandoned Carts, etc.), or go broad — and simply limit the mailings to only those visitors going to 2+ pages. You can also geo-target specific Zips or States.

Interested in seeing how Modern iO Direct Mail Retargeting works for real-world online businesses?

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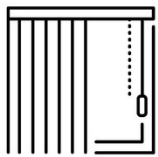iO ™

A Customer-Generating Machine: Modern iO

BEDDING, PILLOWS AND FABRIC

37% Return-to-Site Rate ▪ 8.8% Conversion Rate ▪ $14.79 per Conversion

This high-end interior decor business sells online, direct to consumers. With products from $165 and up, Modern iO is delivering a lower cost-per-conversion, a strong Return On Ad Spend, and return buyers that yield high lifetime value.

WINDOW COVERINGS AND BLINDS

3,373 Orders Tracked ▪ 4.9% Conversion Rate ▪ $10.34 per Conversion

How does a large e-Commerce blinds company stand out from the competition? They focus on retargeting customers with a great offer. Home projects take time, so they hit leads with Postcards while they're deciding... works like a charm.

GOURMET FOODS AND SPECIALTY GIFTS

16.8% Return-to-Site Rate ▪ 3.8% Conversion Rate ▪ $23.81 per Conversion

Gourmet foods are a niche business, and our client wanted both year-round consumer sales as well as corporate gifts. They told a compelling story on the card, had a must-redeem offer, and voila – a winning program for all year long.

GOLF SHIRTS, SHORTS, PANTS

23% Return-to-Site Rate ▪ 3% Conversion Rate ▪ $34.28 per Conversion

Golf apparel is a competitive business, and our client puts a lot of effort to drive website traffic. Reinforcing the digital retargeting with Postcards to put a special offer physically in the golf enthusiasts' hands has made for a successful program.

"When I factor in Lifetime Value, it's 19x Return."

"There's a gut-level reaction to seeing how many visitors left your site but could be mailed to each day. We are thrilled with the results. We're now seeing 8x Return on Ad Spend. And, when I factor in Lifetime Value, it's 19x Return."

— *Laurie Dunlap, Founder and CEO, Blue Canoe*

Want to learn more on how Modern iO Direct Mail Retargeting **would work for *your* business?**

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Learn More: Modern iO Direct Mail Retargeting

How much are you spending to convert that hard-earned traffic into customers and revenue?

A definitive study discovered that *for every $92 spent acquiring leads, only $1 is spent converting them.*[1] Does that seem like a prudent way to grow your business? We don't think so either.

That's why we created our Modern iO Direct Mail Retargeting program, a proven way to help businesses get the most out of your existing traffic that you've already paid for. Modern iO fills in the large audience gap left from past website visitors who've showed an interest in your brand, but who aren't reachable by digital retargeting.

Having this capability is crucial **because 70% of visitors who leave a website never return on their own.**[2] So you need to find new ways to bring those lost visitors back for another chance to buy.

Modern iO is that complementary, proven way to bring them back — so weave it into your retargeting mix. It can help your business build a reliable customer-generating machine... like it has helped hundreds of our existing clients over the last three years since we launched the service.

Learn how Modern iO Direct Mail Retargeting can work for *your* business.

Our philosophy is simple: we focus on *your* success.

That means we ask a lot of questions to understand your situation and goals. We listen to your answers closely so we can deliver what you need. And then we implement, evaluate and optimize as needed.

Schedule a free 15-minute consultation now to see if Modern iO Direct Mail Retargeting is a good fit for your business — and how it can be just the tool you need to convert more of your past visitors into customers.

Contact our Client Success Manager, Ken Cox, for your discovery call:

KEN COX

Modern iO Client Success Manager - Digital Programs

Call Ken at **866-959-8365** to schedule your free consultation...

Or **click here** to go directly to his Calendly link and choose a time now that works for you.

We look forward to helping you convert more past website visitors with Modern iO Direct Mail Retargeting!

1 — *Econsultancy, 2016*
2 — *Optimonster, 2017*

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Learn how Modern iO Direct Mail Retargeting **can convert more past website visitors for** *your* **business.**

www.modernpostcard.com/digital-marketing/direct-mail-retargeting