Direct Mail
integrated offer

10,000 Postcards
+ Facebook + Display campaigns

- Run concurrently over 1 month or 2 months
- Target same audience with same creative

Integrated direct mail and digital campaigns*

- *186%* increase in time spent**
- *46%* greater brand recall**
- *26%* more emotional intensity**

Best Option!	1 Month Bundle	2 Month Bundle
Postcard 10,000 pieces **+** **Facebook** **Display**	1 drop $2,800 + $500 $500 $3,800	1 drop $2,800 + $1,000 $1,000 $4,800

10,000 Postcards

+

Facebook, Display

Smartmail Marketing EXPERT Partner | CANADA POST POSTES CANADA | Google Partner | Marketing Partner

YellowPages™

* Compared with single media digital campaigns
** Source: Canada Post: Connecting for Action 2016