



mancusomedia

AMPLIFI YOUR PRINT ADVERTISING WITH A DIGITAL BOOST

YOUR MAILING LIST + OUR TECHNOLOGY = 30% INCREASED ENGAGEMENT



Synchronize the timing of your print campaign with the delivery of digital ad messaging to your customers' digital devices

HOW IN-HOME DIGITAL TARGETING WORKS

REACH YOUR HIGHLY TARGETED CUSTOMERS BOTH ONLINE & IN-MAILBOX



We use your mailing list to identify receptive homes to receive digital campaigns; up to 90% match rate accuracy



We create engaging digital campaigns that support your print campaign to be displayed across desktop & mobile



Then deliver your ads across all devices both in-app & in-browser to your customers' homes via IP address

BENEFITS OF ADDING DIGITAL "AMPLIFICATION" TO PRINT MESSAGING

+30%



Adding targeted & timely digital messaging increases customer recall & engagement by over 30%, for a fraction of the cost of print

BUY NOW



Digital can consistently remind & provide an increase in memory recall with the added benefit of the ability to take instant action



Proprietary reporting based on your customers' engagement that matches back users who interact with your digital ads and shows ROI

RESULTS OF MATCHBACK CASE STUDY

USING DIGITAL AMPLIFI



Average 31.16% lift in response rate when digital ads were deployed to AMPLIFI print messaging

WANT TO AMPLIFI YOUR PRINT ADVERTISING?

CONTACT MANCUSO MEDIA TODAY TO START DRIVING CONVERSIONS AND GENERATING REVENUE QUICKLY!

VISIT MANCUSOMEDIA.COM OR CALL (760) 632-8211 FOR A FREE MARKETING CONSULTATION