DIRECT MAIL
RETARGETING

LeadingResponse

Send Personalized Direct Mail to Every Qualified Unique Visitor To Your Website!

LeadingResponse's VisitorConnect solution uses a **PROPRIETARY "REVERSE-APPEND" ALGORITHM** to put a name and address to the IP address of qualified prospects in your market that visit your company website and send them a personalized direct mail piece within 48-72 hours of their visit!
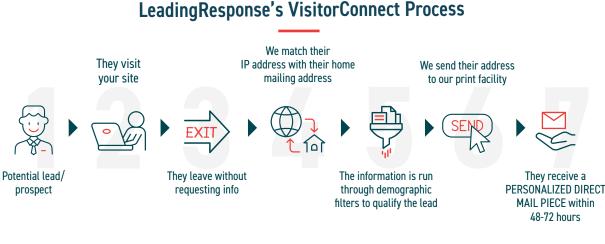
The statistics are clear – direct mail is a proven method of reaching consumers. The US Data Corporation found that 39% of consumers try a business for the first time because of direct mail. Additionally, Small Business Trends states that 62% of consumers who responded to direct mail in the past three months made a purchase. Harness that power by targeting qualified visitors to your website with LeadingResponse's VisitorConnect.

The VisitorConnect solution doesn't use cookies to capture the data. We take the digital breadcrumbs created by visitors which allows us to turn it into a mail piece to then be delivered to their home.

We Have Several Personalized Direct Mail Options Available!

LeadingResponse's VisitorConnect Process

1	2	3	4	5	6	7
Potential lead/prospect	They visit your site	They leave without requesting info	We match their IP address with their home mailing address	The information is run through demographic filters to qualify the lead	We send their address to our print facility	They receive a PERSONALIZED DIRECT MAIL PIECE within 48-72 hours