



**IP Digital Solutions:  
Better Targeting, Better Response**

# Integrate your Direct Marketing with IP

Leverage the largest opt-in advertising network of 800 million IP addresses matched to more than 200 million postal locations for use in the following marketing scenarios:

## **IP DISPLAY ADVERTISING**

Direct IP targeting will display banner ads to specific individuals in a given location based on their IP address — like direct mail delivered digitally. This Cookie-free audience targeting can achieve 100% reach and zero budget waste.

## **IP DISPLAY AND EMAIL MARKETING**

Match your records to our opt-in email data to deliver a synchronized display and email marketing campaign through AimConnect, Access Direct's proprietary email development platform.

## **IP DISPLAY AND DIRECT MAIL**

When you combine digital ads with direct mail in an integrated campaign with the same visual identity, call to action, and response mechanisms, digital ads can lift mail response by 187% or more!

## **CRM RE-MARKETING**

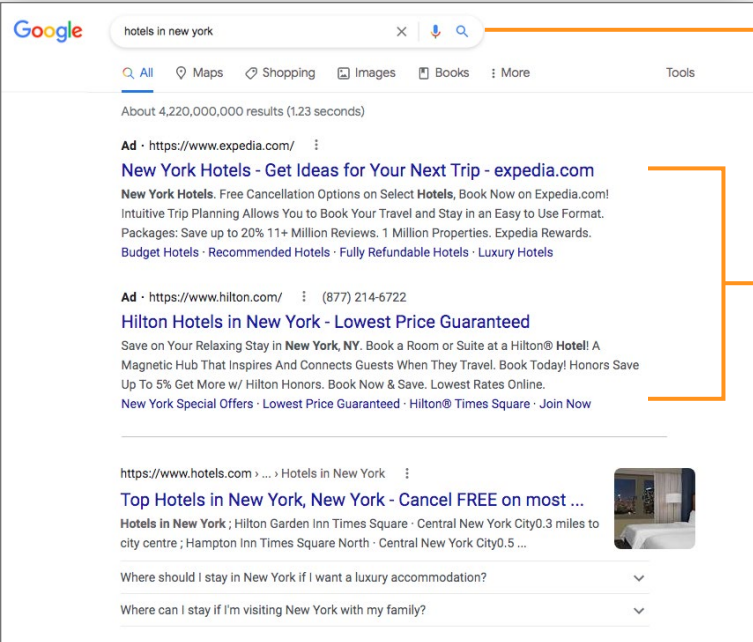
Acquire new prospects by expanding your reach. Match your customer list with our IP and demographic data to create and target “look-a-like” audiences for more intelligence prospect targeting.

**Call for an IP demonstration and a free consultation 312.545.8811**

# Types of Digital Ads

## SEARCH

Paid Search can put your business at the top of a search, with one internet provider, e.g. Google.

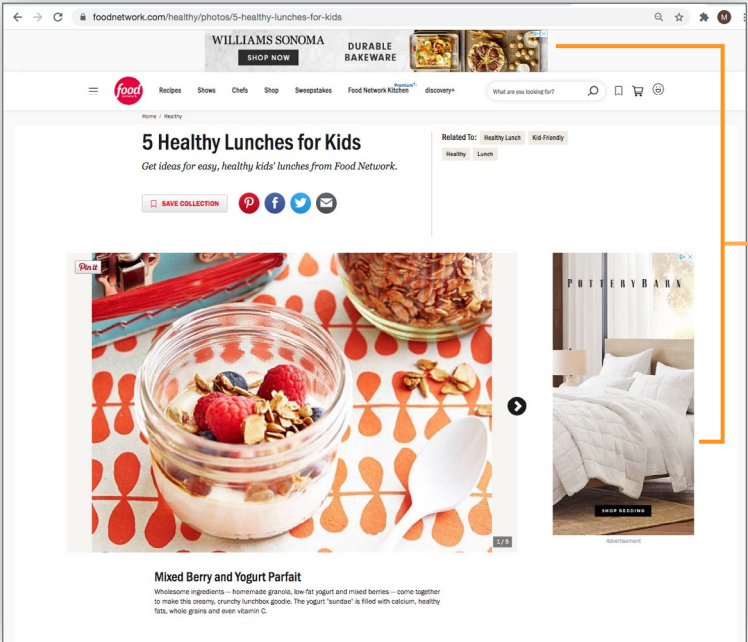


Ads are triggered by a proactive search query inputted by the user.

Users are proactively looking for ads related to services/products.

## DISPLAY NETWORK

Display Ads are triggered by Cookies\* and behavior algorithms.



Ads are triggered when matched to relevant page content or specifically targeted by advertisers.

Users are visiting pages that relate to their needs, interests, or profile and are not proactively looking for ads.

\*Learn more about Cookies next >>

# The Trouble With Cookies

The majority of digital campaigns today are done through Cookie targeting, which has several key limitations:



They can't tell you who you're targeting



They can't tell the difference between humans and bots



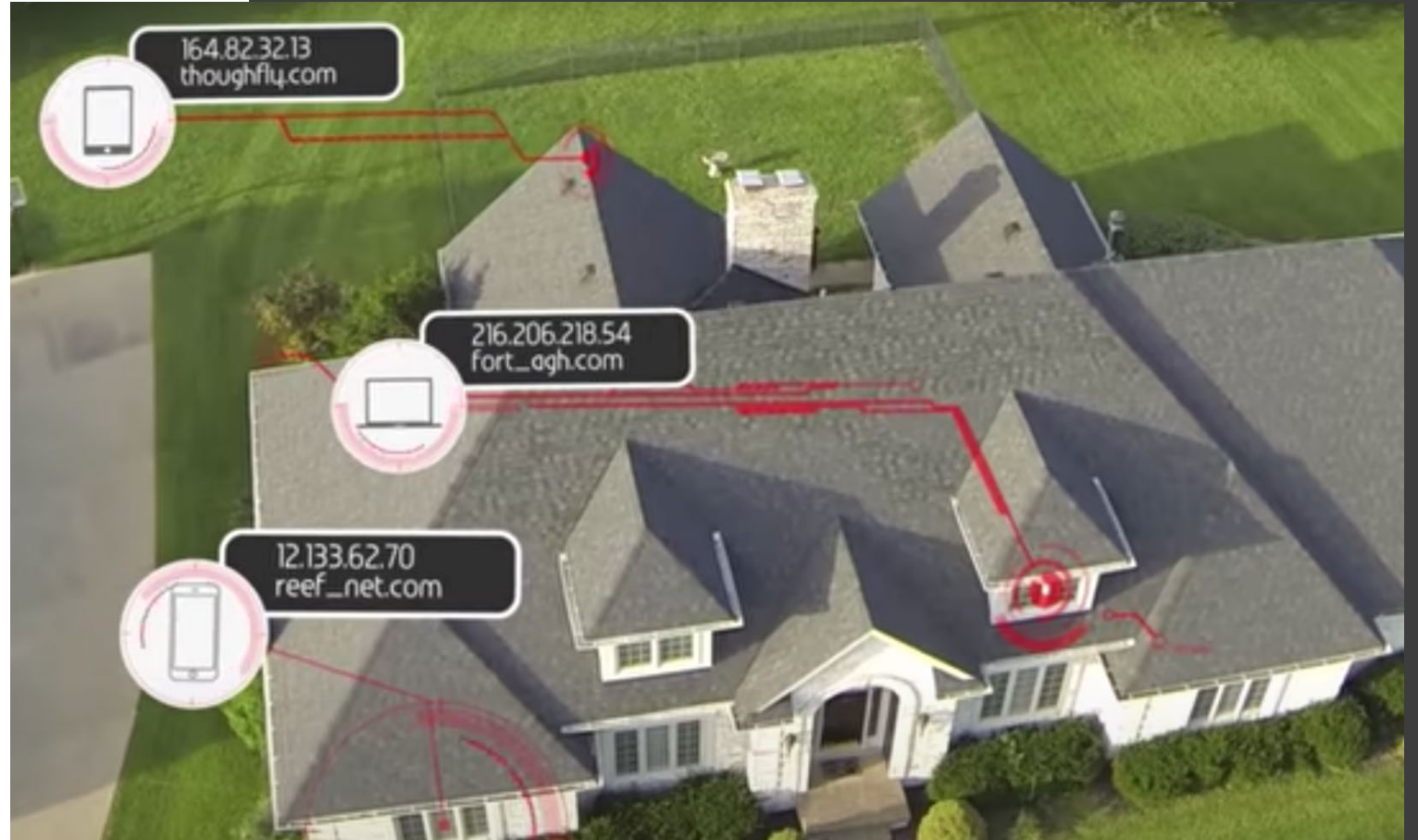
Regulations about cookie tracking and profiling is increasing



# What is IP Targeting?

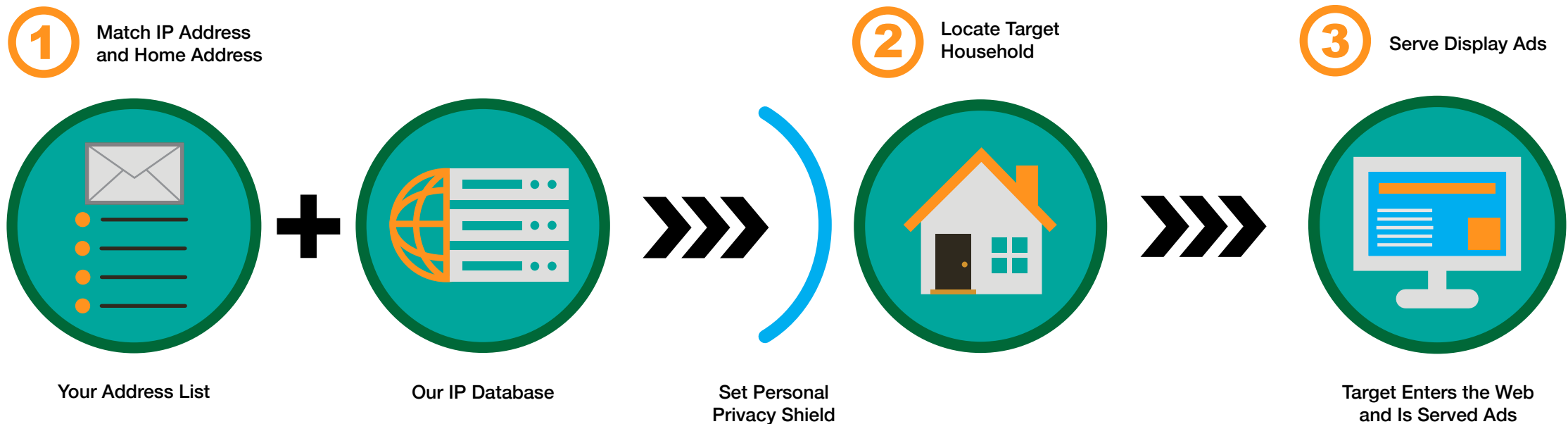
Every computer and mobile device that is connected to the Internet has an Internet Protocol (IP) address that refers to its location, whether a home or a place of business.

**IP targeting** provides a level of specificity and personalization that was never feasible through traditional media or past iterations of digital targeting. IP Targeting delivers personalized content to a website visitor's mobile or desktop device based on its physical location, which is determined using the IP address.



# IP Display Using Your Address List

Directly target your most sought-after prospects online with Direct IP to address matching. Access Direct matches your postal address data to our IP address database. Once your postal addresses have been located online, we establish a privacy shield to anonymize your customer/prospect's personal information and then begin to serve display ads whenever and wherever they go online. Campaigns launch quickly and easily, and real-time reporting is provided.

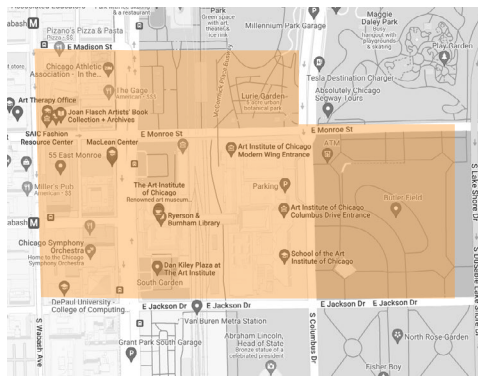


# IP Display to Captive Audience

We define a perimeter or “Geo-Frame” around a specific location to target a specific venue: college campuses, hotels, hospitals, trade shows, coffee shops, concert venues and museums. Using Geo-Framing and Geo-Fencing, digital ads are served to mobile devices over free open wi-fi.

1

Create location parameters on the map



2

Strategically target audiences where they are



3

Deliver your content to any device on websites at chosen venue

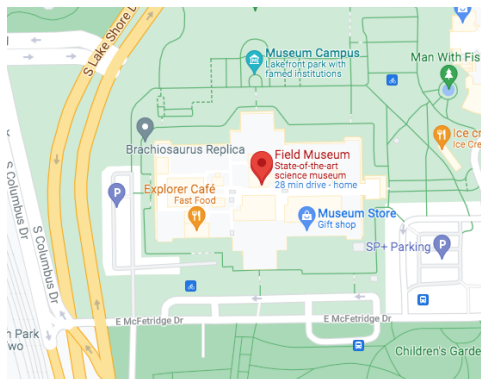


# IP Venue Replay (and time machine)

With venue replay, we set a “Geo-Frame” around a specific location and time frame and capture the device ID’s of the phones and tablets that are served ads while in that location over open wifi and/or their cellular data plan. We are then able to track those individual devices back to the person’s home and deliver ads not only on the mobile device, but also through the home router and desktop computers connected to the home network. You can set this up in advance or go back in time as far back as 6 months.

1

Set a map location



2

Identify Device ID's in the target location



3

Identify Household IP from Device ID





# Geo-Framing vs Geo-Fencing

We use Geo-Framing for venue replay, but there is a similar marketing tool called Geo-Fencing. While they might seem like the same thing from a glance, the two work differently and use different methodology. Check out the main differences between Geo-Fencing and Geo-Framing:

<b>Geo Framing Used for Venue Replay</b>	<b>Geo-Fencing</b>
Requires person to search the internet and receive an ad placement	Requires person to search the internet and receive an ad placement
Doesn't require someone to opt-in	Requires someone to opt-in
Uses latitude-longitude and able to target down to the square meter level	Uses cell towers to correlate a location
Household IP Addresses can be collected from the inventories Device ID's so we can use Household IP Targeting, Out of Home, and/or Reverse Append.	Able to serve digital ads to devices that went into the specified area
Use in real time or target the Device ID's that were inventoried at past areas up to 7 months ago.	Use in real time



## EXAMPLE

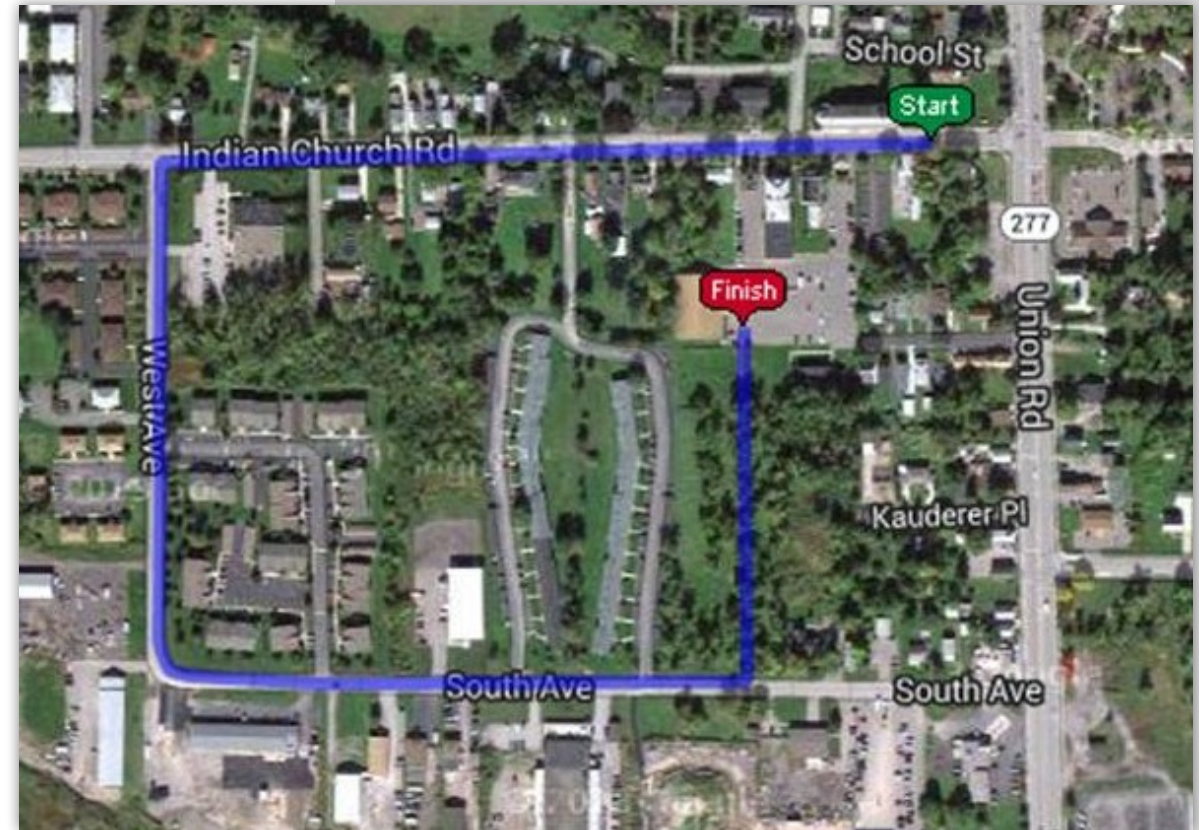
# Venue Replay with Geo-Framing

While Geo-Fencing is well known, Geo-Framing is a more advanced approach

## VENUE REPLAY IN ACTION

With venue replay, we see devices in a precise Geo-Frame going back six months, identifying new prospects whose interest in a location indicates a likely interest in your offering.

This capability allows clients to target potential prospects attending a short event like an art expo or a marathon (pictured right). It can collect a large sample of prospects over many months at places like zoos, nature reserves and other museums. Additional modeling can further refine the prospects to match your audience profile.

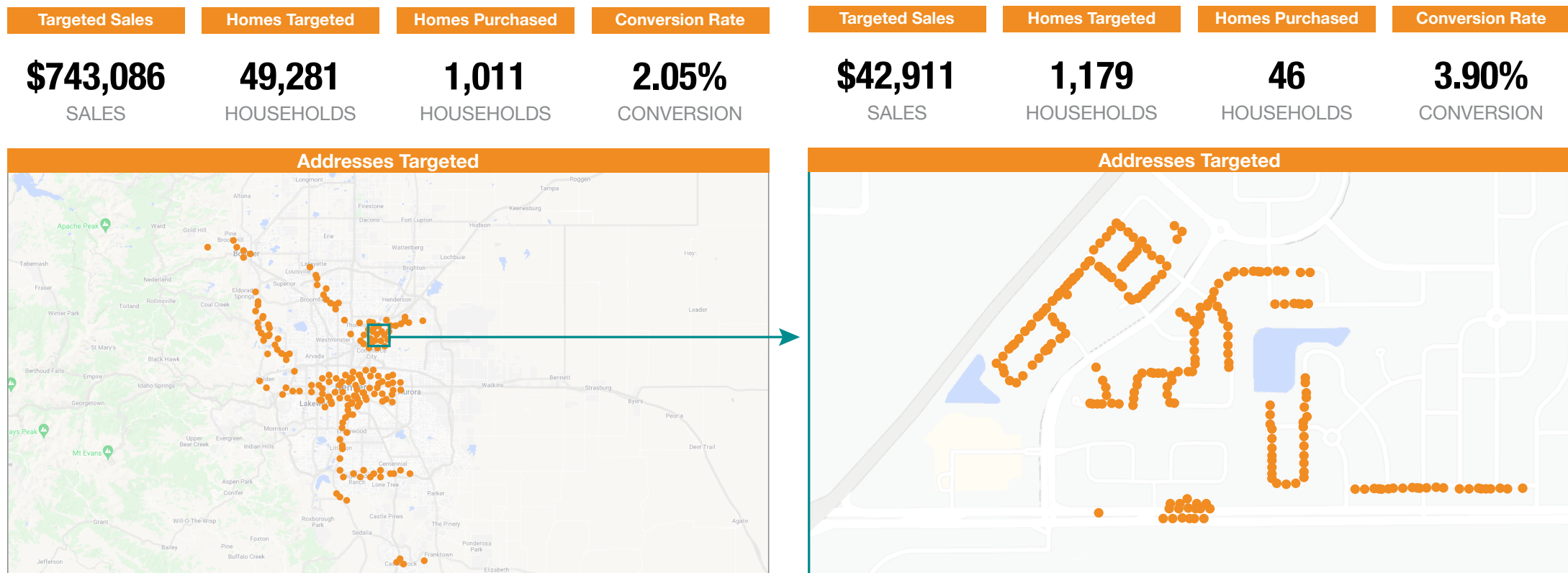


Venue replay with Geo-Framing being used to collect prospects from a marathon



# Digital Canvassing

Uses a list of your recent customers to identify and engage “birds of a feather” neighbors of recent customers



National Home Furnishings Client Example

## CASE STUDY

# Milwaukee Public Museum

The Milwaukee Public Museum (MPM) used IP Ads in conjunction with a self-mailer direct mail piece to promote two special exhibits – *Tyrannosaurus: Meet the Family* and *Voyage to the Deep*.

By the end of the campaign MPM saw a **7.2% response** from prospects who received IP Ads.

Source	Self-mailer %	IP Rate %
01_Lapsed - 1 Year	6.7%	10%
02_Lapsed - 2 Year	5.6%	9%
03_Lapsed - 3 Year	2.6%	4%
04_Lapsed - 4 Year	1.1%	
05_Lapsed - 5 Year	0.8%	
06_Lapsed - 6-10 Year	0.4%	
07_Altru Ticket List	1.2%	
08_SRO Ticket Buyers	0.8%	
09_Passes and Leads	0.5%	
<b>Overall Response Rate</b>	<b>1.3%</b>	<b>7.2%</b>





## CASE STUDY

# Robert Morris

### CAPTIVE AUDIENCE & VENUE REPLAY

IP Tactics: Geo-Framed locations where City Colleges of Chicago (CCC) students frequented and served ads while they were “captive audiences.” We re-targeted them later with IP venue replay at their homes. Offered CCC transfer students \$30,000 towards a bachelor degree plus rapid 15-month degree completions.

Call-to-Action: RSVP for Open House.

Results: 89 RSVPs / 31 enrolled at on-site event.

Total Campaign Cost	\$50,000
Impressions Served	125,242
Number of Clicks	89 (.07%)
Number of Conversions	31
Net Revenue per Conversion	\$21,400
<b>Total Revenue</b>	<b>\$663,400</b>



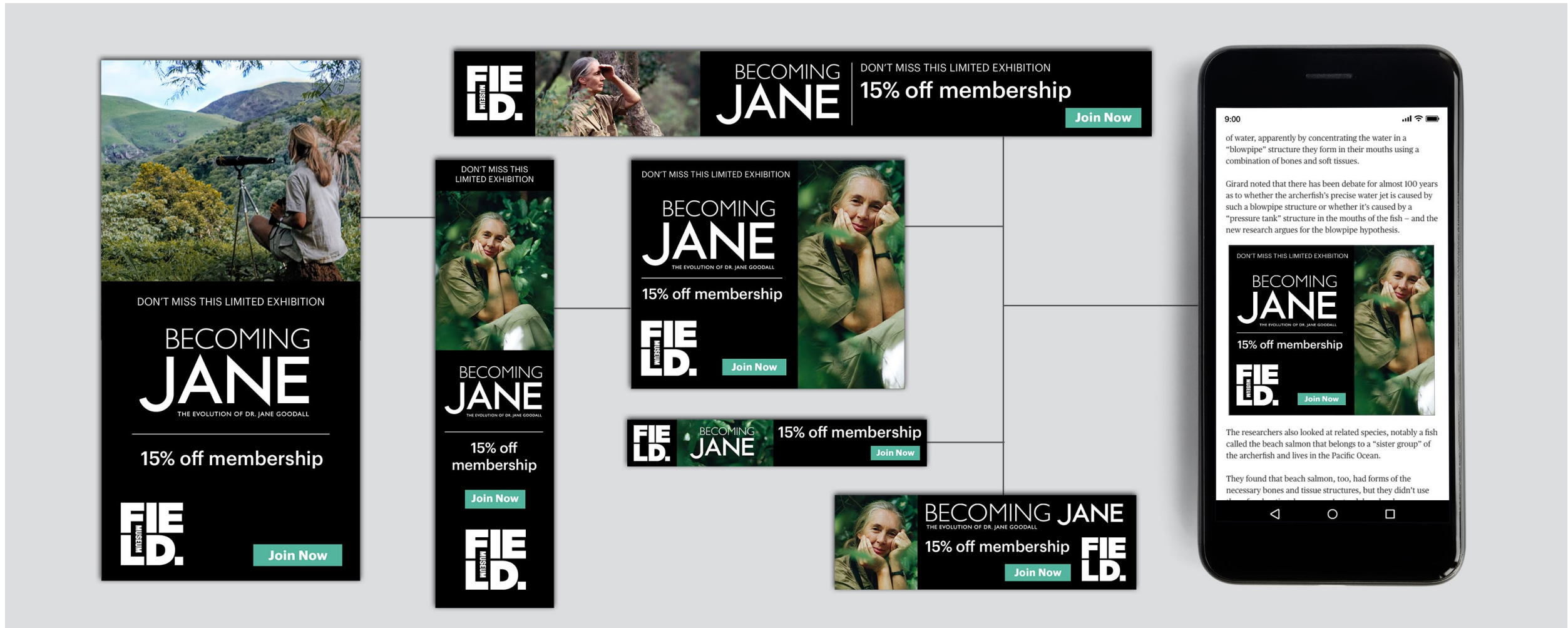
Creative provided by the client



CREATIVE EXAMPLE

# The Field Museum: *Becoming Jane*

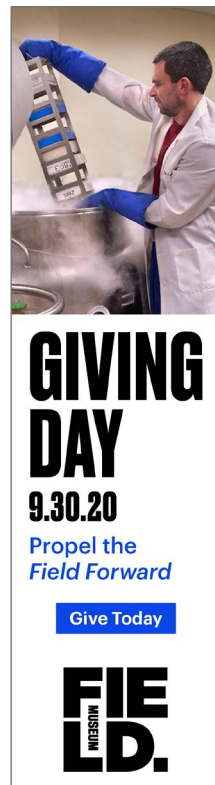
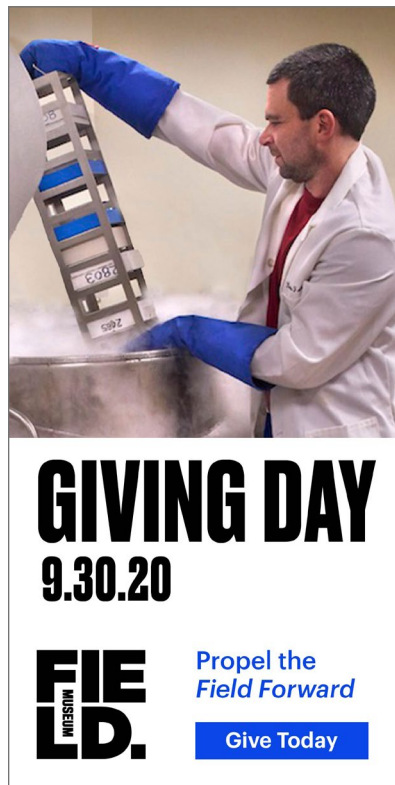
## TARGETED LAPSED ADDRESSES



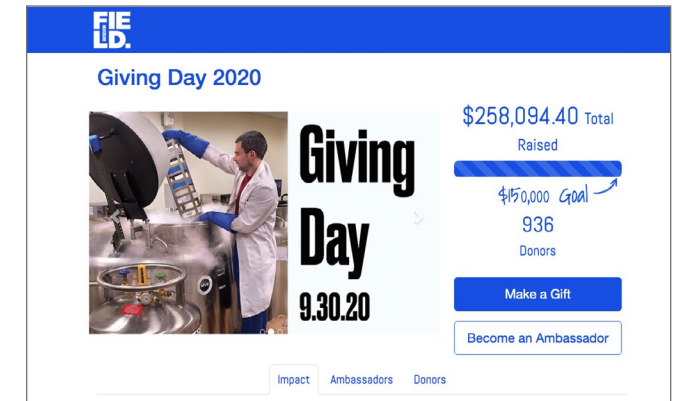
## PATH TO PURCHASE

# The Field Museum: Giving Day

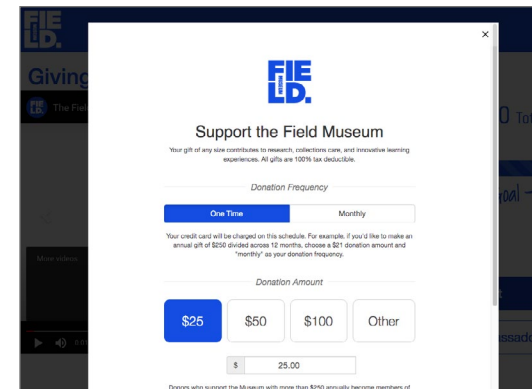
## TARGETED ANNUAL FUND ADDRESS LIST



1. Click on the ad



2. Re-routed to the Giving Day landing page



3. Purchase page pop-up





# The Museum of Science + Industry

## VENUE REPLAY

**Audience:** Fans that attend C2E2, an annual event that caters to their love of comics. This audience was an excellent target for MSI's upcoming exhibition *Marvel: Universe of Super Heroes*.

**IP Tactic:** Geo-Frame the convention center "back in time" during the dates and times of the event to find 8,600 prospects for venue replay, and serve the targets the IP Ads before the opening of the exhibition with an enticing membership offer.

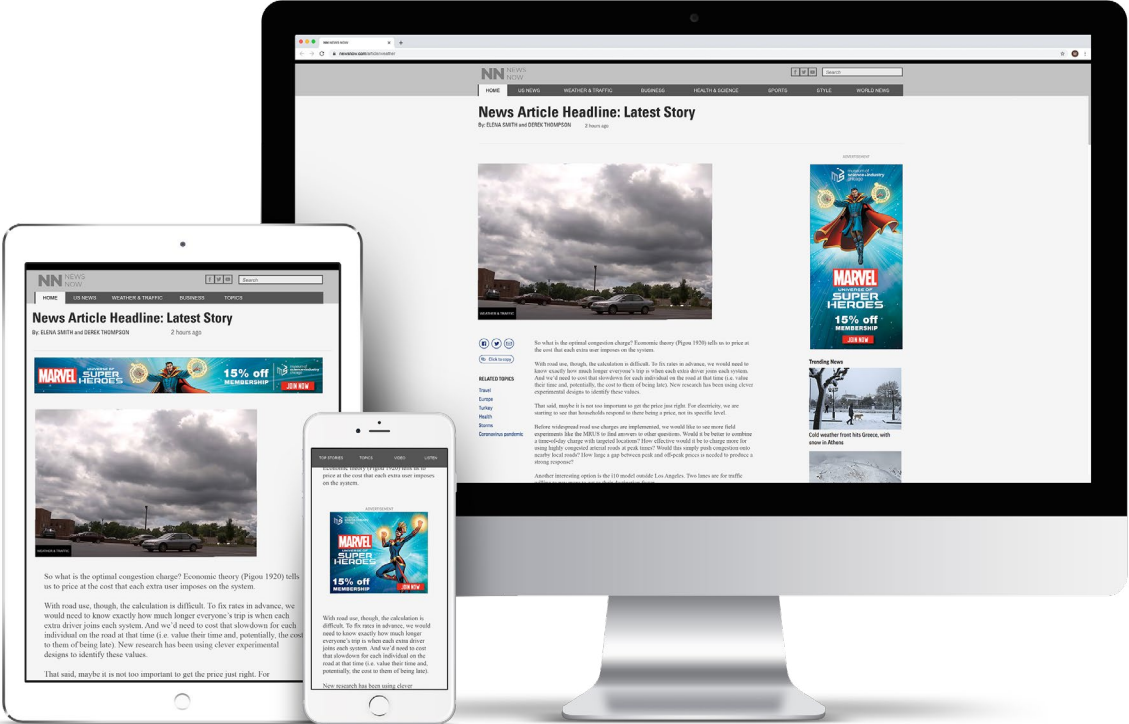




# The Museum of Science + Industry

## VENUE REPLAY

It's like re-targeting but uses direct one-to-one technology — not Cookies!



A vertical banner featuring Spider-Man in his red and blue suit, crouching in a dynamic pose against a blue background with light rays. The text includes the Museum of Science + Industry logo, "MARVEL UNIVERSE OF SUPER HEROES", and "20% off MEMBERSHIP" with a "JOIN NOW" button.

A vertical banner featuring Captain America in his blue, white, and red suit, holding his shield. The text includes the Museum of Science + Industry logo, "MARVEL UNIVERSE OF SUPER HEROES", and "20% off MEMBERSHIP" with a "JOIN NOW" button.

A horizontal banner featuring Iron Man in his red and gold armor, with his repulsor beams glowing. The text includes the Museum of Science + Industry logo, "MARVEL UNIVERSE OF SUPER HEROES", and "20% off membership" with a "JOIN NOW" button.

A horizontal banner featuring Spider-Man in his red and blue suit, with the text "MARVEL UNIVERSE OF SUPER HEROES" and "SAVE 20%" with a "JOIN NOW" button.

A vertical banner featuring Ms. Marvel in her red and blue suit with a yellow lightning bolt on her chest. The text includes the Museum of Science + Industry logo, "MARVEL UNIVERSE OF SUPER HEROES", and "20% off MEMBERSHIP" with a "JOIN NOW" button.

A horizontal banner featuring Doctor Strange in his blue and red robe, with his hands raised in a magical gesture. The text includes the Museum of Science + Industry logo, "MARVEL UNIVERSE OF SUPER HEROES", and "20% off MEMBERSHIP" with a "JOIN NOW" button.

# Reverse Append Web-to-Home



**PLACE PIXELS** on landing page to capture IP

**SET PIXEL RULES** to target potential prospects, such as those who don't make it to the thank-you page



**REVERSE APPEND:** Match IPs to physical mail addresses of "abandoners." Send list to lettershop.



**MAIL:** Lettershop scrubs against suppressions, filters by additional criteria (eg: top zips, or 1 hour radius of museum), deploys from inventory – such as overs from a recent mailing



# Multichannel Integration

Creative imagery, storytelling, offers, and calls-to-action are all carefully integrated across multiple channels of communication, which improves recognition, ensures a consistent UX (user-experience), and lifts response.

MSI sold all advanced tickets to *Marvel: Universe of Super Heroes* three months ahead of the exhibit's scheduled closure and our client surpassed their ticket sales and membership revenue goals.





Learn how Display Ad marketing can elevate your response today

312.545.8811 • [bill@accessdirectmktg.com](mailto:bill@accessdirectmktg.com)