MORE CONVERSIONS

Modern iO postcard case studies show huge return on ad spend.

With 30% of Americans using AdBlocker software, and only 7/1000 users clicking through online ads, digital retargeting isn't enough to convert the 97% of website visitors who leave and don't buy. See how Modern iO has changed the game for these businesses looking to convert more customers.

RETAIL

Retail is seeing astonishing results from this channel, and it makes sense. This is a powerful marketing touch to someone already interested.

35% of visitors receiving retargeting postcard returned to retail sites
Average of customers. Some were as high as 40%!

Specialty Auto Parts
Two cards focused on abandoned carts + visitors to a specific brand.
2.81% purchase rate   **$22** cost per acquisition

10x Return on Ad Spend

Seed and Flower
Abandoned cart campaign. Straightforward.
6.14% purchase rate   **14%** growth over previous season

11x Return on Ad Spend

Home Design Items
Cards sent based on specific category and product pages visited.
4.46% purchase rate

12x Return on Ad Spend

Home Lighting and Decorative Elements
Three cards: abandoned carts + product category + two or more pages.
2.49% purchase rate   **$2.62** per return visitor to the site

15.5x Return on Ad Spend

Why wait? Start your own successful campaign now!
800.959.8365 | **modernpostcard.com/io**

MODERN iO™

RETAIL CASE STORIES AND PRO TIPS

Modern iO Postcard Retargeting is delivering retailers and direct-to-consumer businesses amazing conversion rates and incredible Return on Ad Spend. As new companies embrace this channel, here are some tips we've learned from their success.

Take advantage of this channel to improve website conversion rates! Learn more by attending one of our monthly webinars, or call **800-959-8365**.

Smb/Mid-Market Clothing Ecommerce

When the founder and CEO of this organically made womens' clothing line started with Modern iO, she was unsure of the card design. She thought that maybe it was best to put a big offer over the product photo. We advised that she use some space to tell her story about the clothes being organic, made in the USA, and designed specifically for women who care about feeling good. We also added a note from her, her signature, and lots of social proof (testimonials, product quotes).

THE RESULT: she's consistently getting 4x Return on Ad Spend for new customer acquisition.

Pro Postcard Retargeting Tip: Make sure to "tell your story" and show your differentiation.

Mid-Market Ecommerce Auto Accessories

This brand serves classic car aficionados with an amazing assortment of accessories and parts. Because their car buyers are unique to the brands, we set up different creative for each brand. Each brand has two cards: an Abandoned Cart and a Brand Card. With slight differences in the creative treatment and the offers we manage over ten ongoing creative across 5 brands. In addition, we put dynamic expiry dates on each card, so that the offer expires 49 days after mailing. This allows them to have the same promo code, but create more urgency.

THE RESULT: over 10x Return on Ad Spend.

Pro Postcard Retargeting Tip: Use different cards for different pages or products.

Mid-Market Interior Lighting

The team at this interior lighting company has deep experience in digital marketing across all channels. We introduced Postcard Retargeting to their print and direct mail manager, who then worked with the eCommerce manager to synch up their efforts. They change their creative treatment every three months or so to match their digital marketing designs, presenting a cohesive experience across the channels for their website visitors. The offers are strong and consistent as well.

THE RESULT: over 12x Return on Ad Spend.

Pro Postcard Retargeting Tip: Change creative seasonally or to match digital retargeting efforts.

Why wait? Start your own successful campaign now!

800.959.8365 | **modernpostcard.com/io**

MODERN iO ™