

IP Direct Marketing™

Applications

Digitally Engage New Movers

A client realized a **52% increase in new customers** from households which were served the display ads in combination with direct mail versus households which received only the direct mail.

Home Builder

A starter-home builder purchased a list of renters in the 28-to-55 age range with incomes of \$40k to \$100k and 600+ credit scores. Banner ads synced with a direct mail and email campaign drove the cost per click down to an average of only \$14.00 to \$16.00. IPDM helped attract highly qualified prospects.

Health System Physician Group Acquisition

Dallas Health System purchased a competitor's physician group and then combined direct mail, email and phone calls with IPDM, resulting in a cost per click of only \$19.23 (well below the national average) to make a new patient appointment.

National Online Membership Retention Campaign

Membership retention ads were served to inactive members of a national referral company with the intention of motivating them to engage and reap the benefits of their membership. This resulted in much higher retention rates.

Email Opt-Out List

A national client has a 32% email opt-out rate. By placing display ads on the opt-out group's IP addresses, this client is testing whether IPDM can re-engage customers and prospects. The next step is to test which frequency of ads is more effective; monthly or bi-monthly.

Cell Tower IP Addresses by Carrier

Every cell tower handles a specific range of IP addresses by carrier. This feature allows an individual carrier to run display ads to devices registered with completely different carriers. As an example, Sprint is able to run one set of display ads on phones owned by Verizon customers and a completely different set of display ads on those owned by T-Mobile customers.

Conference Strategy

A medical-device manufacturer exhibits at major health conferences, nationally and internationally. The goal of the manufacturer is to engage the specific conference attendees at the event, which is accomplished by employing IPDM via the complimentary WiFi offered in hotel lobbies, conference rooms, exhibit halls, session rooms and hotel rooms. This occurs by using a simple application to capture the local IP address of the WiFi and then purchasing all available display ads across all devices for the duration of the conference. Banner ads are then displayed on the laptops, mobile phones and tablets used by conference attendees. The result is increased brand exposure, which in turn yields much higher traffic for the medical manufacturer's booth.

Lead Generation

A business-to-business client uses direct mail, email and IPDM to target physician offices. The banner ad displays at approximately the same time the direct mail arrives in mailboxes and emails land in in-boxes. The IPDM creates yet another touchpoint. The result is more clicks to a landing page, where physician offices self-identify themselves. IPDM can produce positive results in a business-to-business lead generation program.

Business-to-Business Lead Generation

Capturing the attention of high-profile prospects can be a big challenge for many B2B marketers. With IP Direct Marketing, B2B marketers can place 50,000 ads into a single business or corporation for about \$1,000 starting with just a simple address. This is high-value, super targeting made easy. Plus, given the volume of banner advertising for such affordable rates, B2B marketers can run multiple banner ad messages at the same time.

Support for LinkedIn or Facebook Campaigns

IPDM can be successfully used to support LinkedIn or Facebook marketing campaigns for those clients with complete customer lists (name, address and zip code), resulting in upsell, re-engagement, brand impression and/or new product information opportunities.



Creative Marketing Programs

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