



DMAW List Bazaar

May 8th 2025

Blockbuster Hack #2:

**Postal Re-Targeting & Digitally
Driven Direct Mail**

Blockbuster Hack #2 – Postal Re-Targeting & Digitally Driven Direct Mail

Introduction

- Tim Mooney – LS Direct
- Thank You - DMAW, Speakers & Sponsors
- Goals for Today
 - Introduce & Define Postal Re-Targeting
 - Describe the Process
 - Benefits to Nonprofits
 - Use Cases
 - Q&A

What is Postal Re-Targeting & Digitally Driven Direct Mail?

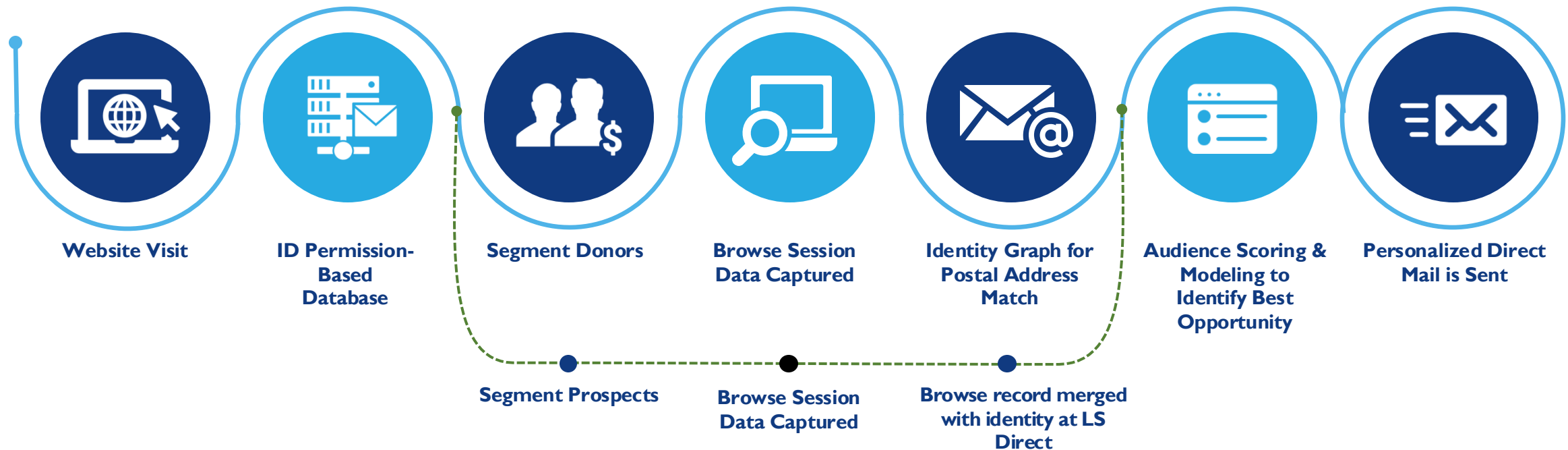
➤ Definition

➤ Simple Survey

➤ What's Next?

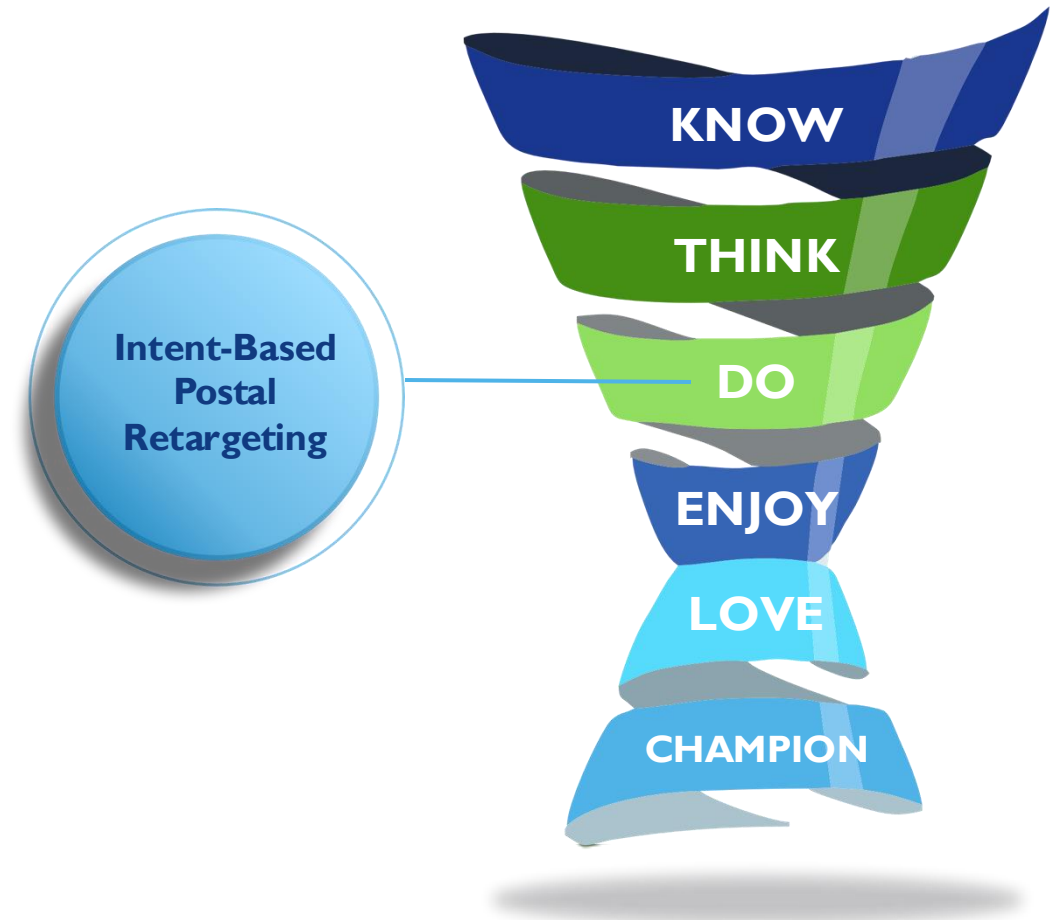
“Lower-funnel solution that combines the physical nature of traditional direct mail with the data-driven precision of programmatic advertising, allowing for highly targeted and personalized messaging. It uses automation and technology to deliver the right message to the right audience at the right time, based on data analytics and intent.”

Postal Re-Targeting – How it Works



Postal Re-Targeting – Benefits to Nonprofits

- Incremental Donations & Donor Engagement
- Cost-Effective Fundraising
- Easy to Implement
- Timely Campaigns



Postal Re-Targeting – Creative & Performance Guidelines

Creative Strategies

- Reinforce Online Messaging
- Personalization
- QR Code to Drive Conversion
- Different Versions based on Segmentation

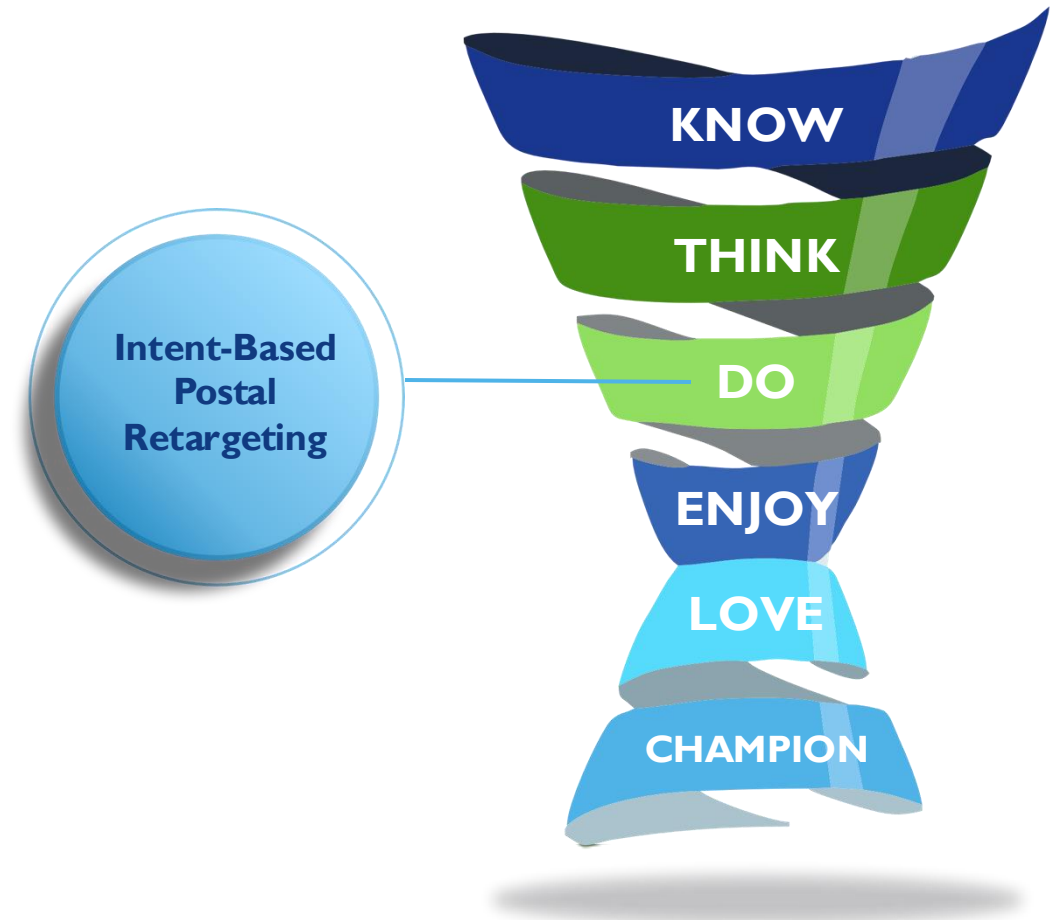
Performance Metrics

- Incremental ROAS
- Incremental CTR\$
- Comparison to Holdout



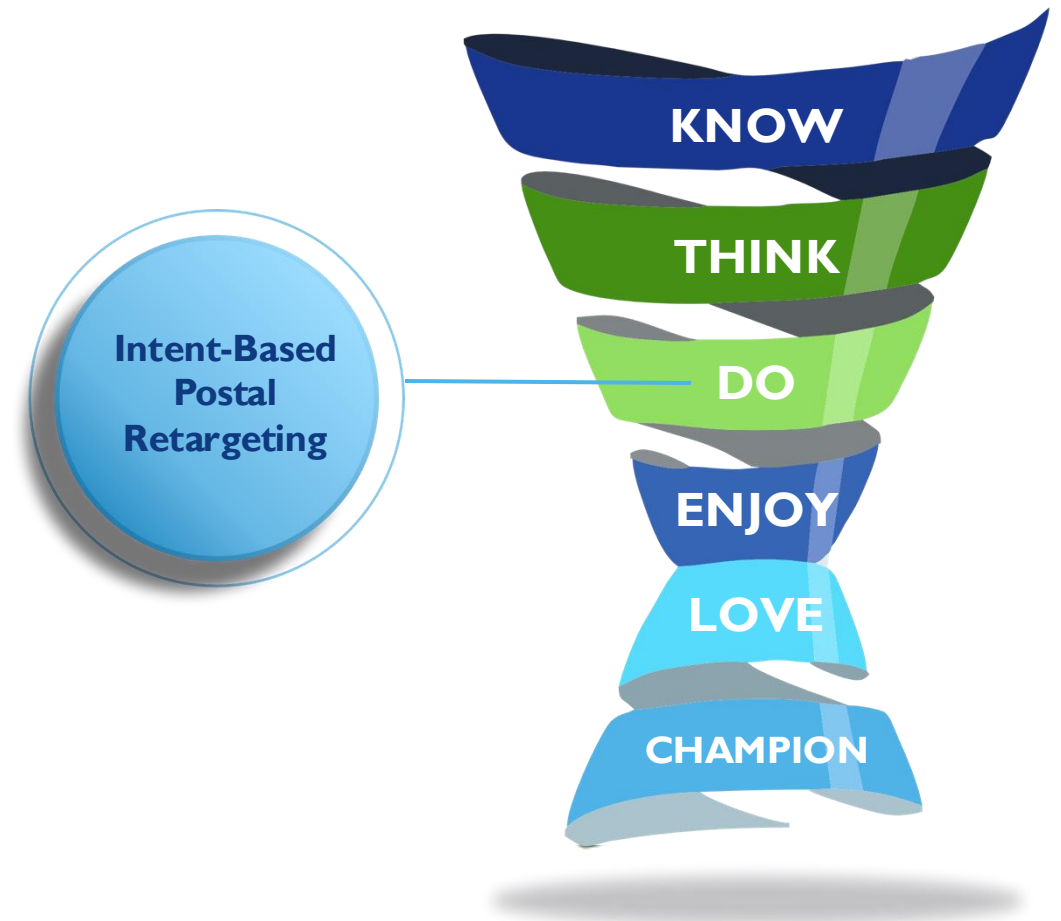
Postal Re-Targeting – Who Should Consider It?

- **Omni-Channel Approach to Fundraising**
- **Consistent Monthly Website Traffic**
- **Fluid Budgeting Process**
- **Updated Privacy Policy**
- **Increase Donor File**



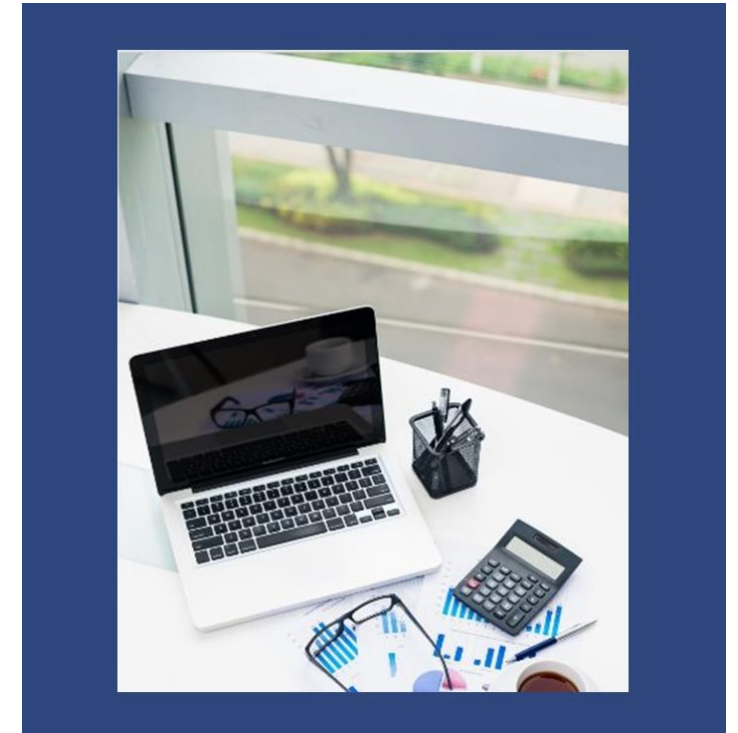
Postal Re-Targeting – Use Cases

- Donor Acquisition, Reactivation & Retention
- Sustainer Acquisition or Upgrade
- Advocacy, Volunteer & Events
- Rapid Response Initiatives



What to Consider in Postal Re-Targeting Partner

- **Core Competency?**
- **Audience Development Capabilities?**
- **Data Assets?**
- **Performance Measurement & Attribution?**
- **Flexibility with Campaign Parameters?**
- **Vertically Integrated?**



Conclusion

- **Combine Digital Audience with Direct Mail Messaging**
- **Convert Donor Intent Signals into Donations**
- **Complement your other Fundraising & Marketing Initiatives**
- **Q & A**



Thank You!

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