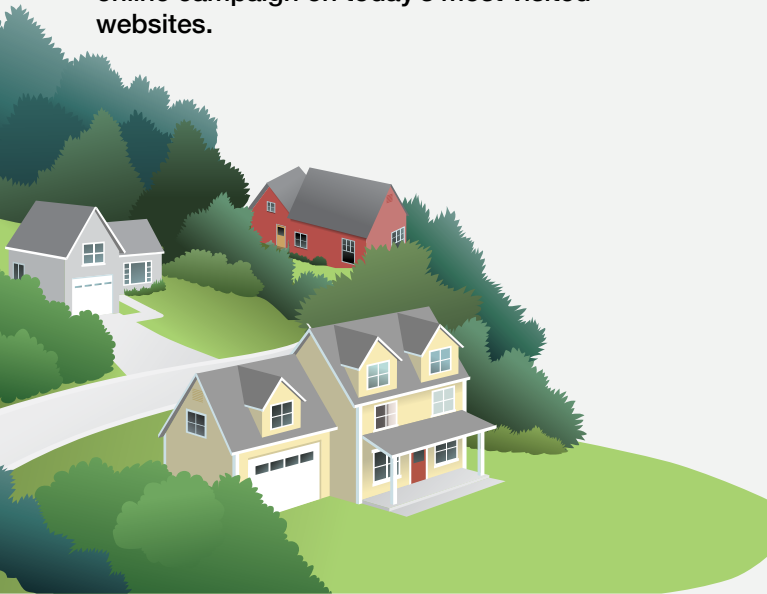


# WE COMBINE DIRECT MAIL & ONLINE ADVERTISING INTO ONE COHESIVE CAMPAIGN

**Eliminate wasted ad dollars  
that target the wrong market.  
THERE IS A BETTER WAY.**

DART has harnessed cutting edge IP address technology that now allows marketers the ability to target just specific homes that meet their demographic qualifications with both a direct mail piece and an online campaign through the Google network.

Now you can target **ONLY** the people that received your mailing piece with a targeted online campaign on today's most visited websites.



Your ads will be seen on thousands of the internet's most popular sites, including:



## STEP 1

DART acquires a targeted list of your best potential consumers both by their mailing address and by their identifiable IP address.

We design, print and mail the perfect direct mail piece to reach these potential consumers.

## STEP 2

We design a cohesive set of banner ads and other display units that match the direct mail design. We deliver these banner ads **ONLY** to the people on your direct mail list.

## STEP 3

We schedule the mailing dates and internet campaign in order to deliver maximum response results.

## STEP 4

## STEP 5

We track call response and web responses to help show a positive return on Investment.



a Division of Loyalty Marketing Solutions

Find out more about this revolutionary new service from DART Direct Mail. Call us today!

**770-428-8851**

[sales@dartdirectmail.com](mailto:sales@dartdirectmail.com)

1880 West Oak Parkway, Suite 103-2, Marietta, GA 30062