

The Programmatic Direct Mail Imperative:

How a Channel with Offline Roots Fits into Your Digital Marketing Mix



5 KEY TAKEAWAYS

Digital marketing will always remain essential to any brand's acquisition, retargeting, and retention strategies. However, with evolving customer behavior and privacy laws, marketers now require solutions beyond their typical efforts to maximize their marketing budgets.

Programmatic Direct Mail is a powerful channel that can fuel incredible growth for your brand—especially when used in tandem with digital marketing to engage consumers with an integrated, omnichannel approach.

Read on for five key takeaways on how and why you should incorporate PDM into your overall marketing strategy.

- 1 PDM combines the best of physical media and digital ad tech** so brands can engage decision-ready consumers across the online and offline moments that matter to drive measurable performance everywhere.
- 2 PDM amplifies a brand's digital strategies** by enabling a truly omnichannel experience for consumers, increasing reach and performance, and making marketing addressable in a world full of changing privacy regulations.
- 3 PDM allows you to reach and engage consumers** across the entire customer journey, making it a critical part of any marketing strategy.
- 4 PDM extends the digital impression so you can stay top-of-mind** during longer consideration cycles.
- 5 PDM acts and thinks like digital, but with longer attribution windows due** to longer transaction windows, so brands must rethink how they gauge PDM performance.

Want to learn more ways you can redefine your marketing success with PDM? Download the full ebook [“The Programmatic Direct Mail Imperative: How a Channel with Offline Roots Fits into Your Digital Marketing Mix”](#) today!