

5 Ways to Boost Your Holiday Sales with Programmatic Direct Mail Marketing

Whether it's Thanksgiving, Labor Day, Black Friday or the New Year, retail holidays offer an enormous opportunity for marketers to maximize their budgets. Here are five tips to make the most of these holiday shopping extravaganzas by tapping into the power of Programmatic Direct Mail.

TIP #1 Broaden Your Holiday Reach Beyond Digital

Digital fatigue is all too real and online ad costs are surging. By **diversifying your marketing channels through Programmatic Direct Mail (PDM)**—and including physical pieces that work their magic on a kitchen counter— you can make the most of a busy retail holiday, no matter the time of year.

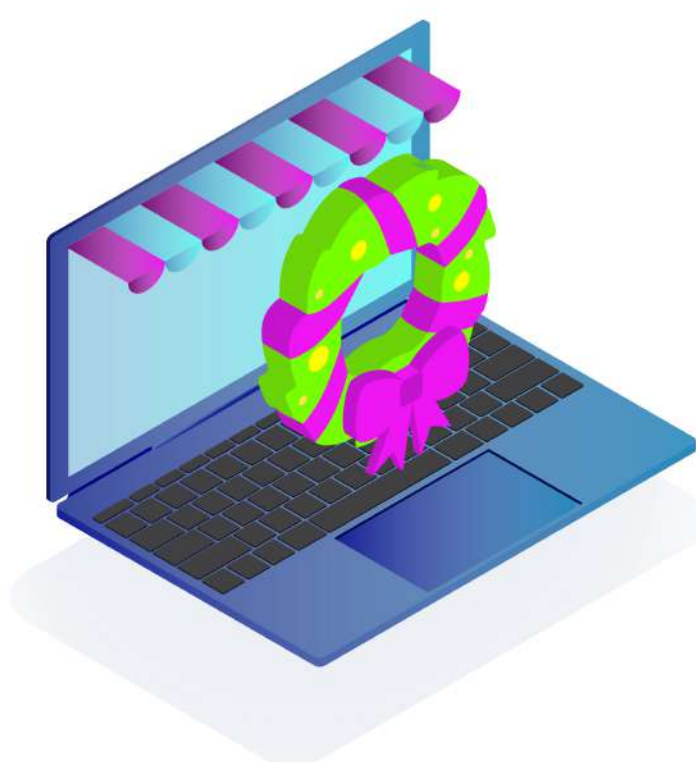


TIP #2 Don't be Afraid to Ramp Up Spend

PDM's consistent pricing, unlike Traditional Direct Mail, shines during major retail holidays, when conversion rates rise across the board. As long as your conversions are increasing with your spend, you can remain cash flow positive during any holiday shopping push.

TIP #3 Keep the Holiday Momentum Going

Extend your marketing campaigns beyond peak holiday shopping days. Our data shows that during the end-of-year holiday season, **post-holiday conversions often remain high**, surpassing pre-holiday levels through December 30th. As people are shopping for a longer period of time, adding PDM into the marketing mix is a great way to reach the consumer no matter when they're spending.



TIP #4 Make the Most of Holiday Traffic

Last year's Thanksgiving weekend alone attracted 196.7 million shoppers¹, highlighting the potential reach during peak shopping periods. But it's important not to waste your resources.

Retargeting consumers with intent is one of the greatest benefits of digital marketing and the biggest thing lacking in traditional direct mail. PDM bridges the gap between the two.

TIP #5 Optimize Your Holiday Marketing Budget

Get the most out of your budget with PDM's reliable and predictable costs. With holiday spending projected to **reach nearly \$1 trillion** in the United States in 2023², PDM's consistent budgeting framework offers a reliable solution for maximizing returns during high consumer activity periods when conversion rates rise across the board. In stark contrast to the ramped-up cost-per-action (CPA) of digital channels, the cost of reaching customers via PDM stays flat.



That means enjoying those increased conversion rates without breaking the bank.