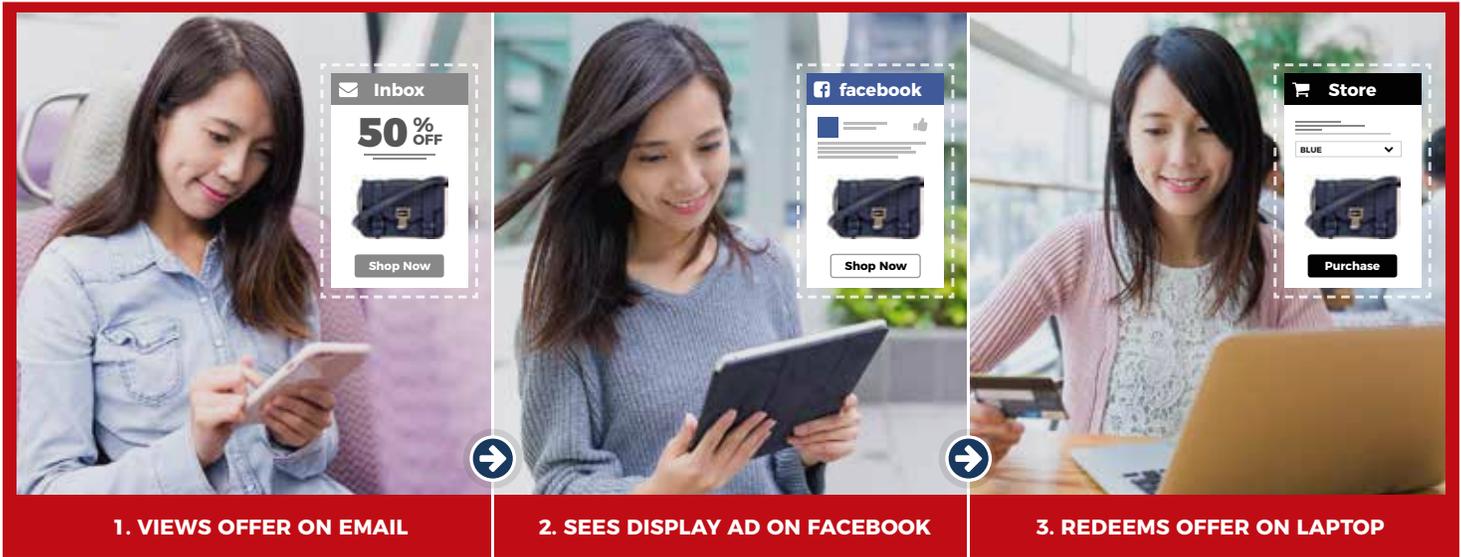


Pixel Engagement:

TRACKING YOUR VISITORS ACROSS ALL OF THEIR DEVICES



1. VIEWS OFFER ON EMAIL

2. SEES DISPLAY AD ON FACEBOOK

3. REDEEMS OFFER ON LAPTOP

With the average U.S. adult owning an average of **3.64 devices**, marketers are challenged to keep up with today's on-the-go consumers.

In early 2017, Google found that over 80% of discovery – a first interaction – happens on a consumer's mobile device. We also know that less than 10% of conversions actually take place on a mobile device.

Consumers are engaging with brands across multiple platforms and devices and the first click engagement is rarely the direct path to conversion. With most analytics tools failing to accurately measure users across their devices, today's marketers are in need of solutions to keep up with them.

IPNM Direct & Digital provides our cross-device pixel engagement solution to follow your consumers through each step of their customer journey - from first click all the way to conversion.

Cross-Device Pixels:

IPNM's cross-device marketing relies on the powerful linkage of offline data, email data, mobile device IDs and cookie data to build unique individual profiles. We are able to monitor all of the touch points of each consumer's cross-device journey via pixel tracking.

By connecting with each consumer at the individual level, we are able to identify these users as they visit and navigate through your sites and landing pages across desktop and mobile browsers; our reporting helps consolidate those actions into a single view across all devices.

How We Do it:

Your account manager will help work with your site administrators to integrate a small piece of code on your landing pages in order to successfully track campaign engagement.

By matching these data points at the individual level prior the start of a campaign, we are able to identify these users as they visit and navigate your sites.