

Multi-Channel vs. Email-Only Campaigns:

Reach the Right People Across All of Their Devices

Consumers are no longer just reading email at their desktops, rather they're engaging across multiple channels on multiple devices on a daily basis. Thus, people routinely require approximately 7-13+ touchpoints prior to purchase, which means your ads should be optimized across all channels.

By distributing ads across all of your consumers' favorite channels and media platforms, your campaign has a 37% more likelihood of increasing lift and engagement than only sending emails.

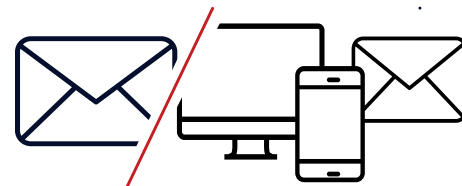
IPNM Direct & Digital is a full-service campaign management provider, utilizing its comprehensive audience profiles and in-house team of experts to deploy effective campaigns to the right people, in the right place, at the right time.

Multi-channel Campaigns

Coordinating email, desktop, mobile, display, and social media ads in your campaign is much more likely to engage your target audience than utilizing just one channel.

Multi-channel campaigns help:

- Drive In-Store Traffic
- Improve Consumer Reach
- Increase Campaign Lift
- Boost Brand Awareness



**EMAIL ONLY VS.
MULTI-CHANNEL**

**37%
Lift**

