

Digital Marketing

Reach and convert highly connected audiences with data-informed creative.

Leverage AccuData's expertise in this ever-evolving field and benefit from a team that keeps up with current trends, consistently changing specs, and industry best practices. AccuData's in-house creative services team provides end-to-end management of highly targeted digital advertising, social media advertising, and multichannel marketing campaigns. We offer copywriting, graphic design, campaign deployment, optimization, and detailed reporting.

Benefits



Reach current and prospective customers through multiple touchpoints.



Reduce budget spend and improve ROI with expert management.



Increase campaign conversions with precise targeting.

Digital Marketing Solutions

AccuData's Team has the right tools at our disposal.

Addressable GeoFence — Serve engaging display advertising to the specific households or businesses in your Direct Mail Campaign. Reach all connected devices with precision and accuracy.

Native Display Ads — Go beyond the banner ad by targeting current and new customers with user-centric content. Native ads blend in seamlessly with the app or webpage layout for a more editorial approach.

Location-Based Device Targeting — Identify prospects based on a specific location and target them while on location and after they leave. Ideal for targeting competitors' locations, convention centers, hotels, sporting arenas, and other locations.

Retargeting — Convert web visitors into customers. Serve ads to consumers that have been active on your website as they move throughout their buying journey.

Social Media Advertising — Reach current and prospective customers on Facebook and Instagram. Our targeted data solutions and experienced team deliver cost-effective, high-performing campaigns.



Multichannel Campaign Optimization

The most effective multichannel marketing approach puts the individual consumer, not the channel, at the center of its strategy. We focus on identifying the channels that best suit your target audiences to maximize conversions, not just impressions and clicks.

When you need superior precision and performance from your digital marketing efforts, trust the team at AccuData to deliver.



Digital Marketing Solutions with AccuData



Address-Driven Targeting

We start each campaign with our powerful consumer or business data, providing precise and accurate targeting at the address level.



Creative That Converts

Our expert team acquires the intelligence needed to craft highly customized, relevant communications designed to drive customers toward conversion.



End-To-End Campaign Management

From concept to reporting, our team manages advertising campaigns and comprehensive multichannel marketing programs for loyalty and acquisition efforts.



A Data-Savvy Extension of Your Team

Our data-driven methodologies mean that each recommendation we offer and every tactic we implement is informed by data.