



# AccuData: Your Partner for Address-Driven Digital Targeting

Increase response from your Direct Mail efforts by engaging consumers with online banner ads; on their favorite social media platforms, apps, and games; or with commercials while they watch their favorite shows.

With our address-driven digital targeting solutions, AccuData can reach all connected devices within your desired households.

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

## Pair Your Direct Mail Campaign with Any of These Address-Driven Digital Targeting Tactics to Increase Response from your Desired Households:

### 1 Addressable GeoFence

Serve engaging digital display advertising to the households in your Direct Mail campaign. Addressable GeoFence uses verified GPS and plat line data to deliver ads to consumers at the household level. This advanced technology identifies all connected devices within a household geofence and can serve standard display or video ads to those devices.

View our [Product Sheet](#), [FAQs](#), [Infographic](#), and [Case Study](#) to learn more!



### 2 Social Display

Enhance visibility with the households in your Direct Mail campaigns by transforming your social media posts to work in the Digital Display environment. Social Display ads maintain the look and feel of the social post, and so elicit response from an engaged, interconnected audience.

View our [Product Sheet](#) and [FAQs](#) to learn more!



### 3 Connected TV/OTT Advertising

Captivate your target audience with video messages over a collection of the nation's largest streaming platforms and services. With a non-skippable content format, advertisers can engage with an audience committed to the content they are consuming. CTV/OTT Ads are shown to deliver a 5-to-1 ROI.

View our [Product Sheet](#), [FAQs](#), [Infographic](#), and [Case Study](#) to learn more!



## Agencies and Reseller Partners: Empower your Direct Marketing Campaigns

- Enhance client satisfaction with improved response rates and increased return on investment.
- Easily build location-based audiences for a variety of use cases across multiple segments.
- Measure the impact of your campaigns by tying digital ads to foot traffic at client locations.

## Hands Down, AccuData Offers Access to More Consumer & Business Data Than Anyone

With unrivaled access to data from the nation's leading compilers, we enable precise targeting based on location, demographics, lifestyle attributes, purchase behavior, occupation, donor history, and more.

**Talk to a digital expert to learn more**

**CALL**

**800-732-3440**

**VISIT**

**[www.AccuData.com](http://www.AccuData.com)**