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MAY 21, 2021

## The Future of Direct Mail is Here: Direct Mail Retargeting for ROI

Please join the PCC Advisory Education Programming Sub-Committee on Thursday, June 10, 2021 at 2 PM ET as they host a discussion with guest speaker Erica Switzer, Chief Revenue Officer with DirectMail2.0 on *The Future of Direct Mail is Here: Direct Mail Retargeting for ROI (Return on Investment)*.

We have all experienced researching something online and being followed around by ads, be it a product, service, or even a trip that we didn't book. Digital retargeting has been a successful marketing strategy for nearly a decade; but what if we could integrate the power of a tactile direct mail piece into the mix? Now you can. Introducing direct mail retargeting, a way to mail to anonymous website visitors for reengagement and increased ROI.

Join us for a presentation and discussion on how this works and how to easily implement it into your process and product offerings today.

To attend this session, please use the dial-in information below. Note: you do NOT need a Zoom account to join the meeting.

The preferred choice is to Join with Computer Audio. If you use Zoom Call Me, please click the dropdown from the

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Should you have questions on this upcoming event, please send Cathy Scocco an email at: cathy.m.scocco@usps.gov.

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Thank you.

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