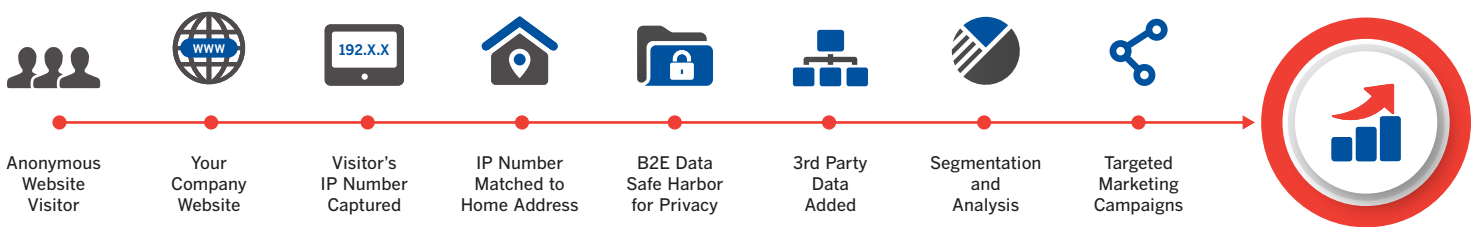


### A CUTTING-EDGE BREAKTHROUGH IN DIRECT MAIL TARGETING.

**They visited your home page. Now reach them at their home address.**

Anonymous visitors to your website are obviously interested in your company. Now you can reach those red-hot online prospects with offline marketing.

Reverse Append from B2E Data Marketing matches those website visitors' IP numbers back to their home addresses, so you can communicate with highly valuable leads through direct mail or use the data for advanced analytics.<sup>1</sup>



#### HOW IT WORKS.

After we match the anonymous visitor's IP address to their home address<sup>2</sup>, B2E will:

- Match the home addresses to the postal database to ensure it can be reached
- Add third party data, such as age and income, so you can create relevant offers
- Segment and analyze the data for marketing purposes
- Safe Harbor the data for privacy compliance

With this data, you can send hyper-targeted digital and/or direct mail campaigns to your best prospective customers. B2E and select data safe harbor direct mail printers can assist you with your mailing. We can also remove current customers if you want to perform an acquisition only campaign.

#### Reach and convert your top leads.

With such highly targeted digital and/or direct mail, you'll strengthen relationships with potential customers—resulting in increased revenue from your marketing efforts.

<sup>1</sup> Website must have a minimum of 1,000 unique visitors per day to use Reverse Append.

<sup>2</sup> Approximately 25% of total traffic can be matched to a mailing address in the United States.

Also ask us about **MotusIP Campaigns** to reach prospects through highly targeted digital advertising.

**Gain new customers today.  
Contact B2E Data Marketing.**