

Data Onboarding

Create Comprehensive User Identities for Multichannel Targeting

SeQuel's advanced onboarding strategies allow you to activate first- and third-party data across both offline and online media (through the use of sophisticated individual and household targeting, cookies, IP addresses, device IDs, data from "walled garden" ecosystems, etc.) This lets you initiate multiple touchpoints (both offline and online) with your best prospects in a very short window of time, helping your multichannel campaigns quickly cut through the clutter and drive more prospects to take action.

- Activate your **first-party** data across...
 - Direct Mail, Facebook, Display, Search, YouTube, Gmail, etc.
- Activate your **third-party** direct mail data across...
 - Facebook
 - Extensive reach and high-impact ad units
 - Robust matching algorithms yield 60-70% match rate
 - Facebook provides demographic/interest snapshot to validate data
 - Display
 - One-to-one display targeting yields 50-70% match rate
 - 100m x 100m geotargeting
 - Hits all desktop & mobile devices within one city-block area
 - Reaches nearly 100% of intended audience

Our proven multichannel tactics have produced these results for our clients:

20%

Year-over-year growth
of more than 20%

29%

Direct mail sales rate rose
29% year over year

5x

Increased monthly
site traffic by 5x

24%

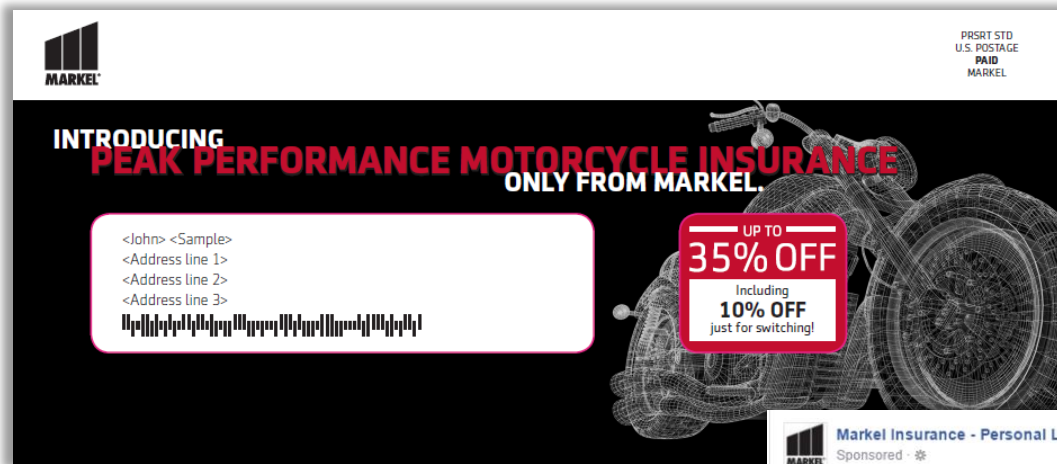
Boosted landing-page
conversion rate by 24%

17%

Cut cost per acquisition by
17% year over year

SEQUELRESPONSE

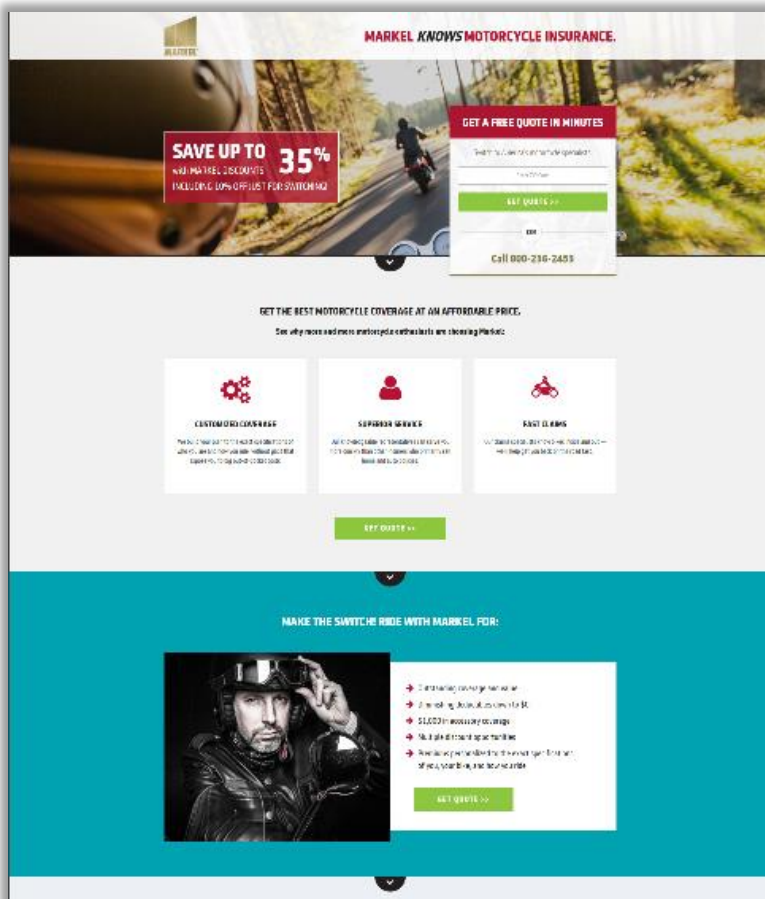
Integrated data, creative & delivery:



Direct Mail



Facebook



Landing Page (UX)



Display