

CROSS-TARGET PROGRAMMATIC MARKETING

REACH AND MOTIVATE POTENTIAL BUYERS QUICKLY AND EFFECTIVELY

Programmatic: Digital Gets Real

Use the proven, core targeting science of direct marketing to deliver high performing online display ads that partner with your offline campaigns and provide you with better results.

- Ties public IP addresses to real-world market segmentation
- Eliminates wasteful broad-based ad buys on website cookies
- Serves your video and display ads online only to known recipients
- Drives your offline and online cost per response lower than ever



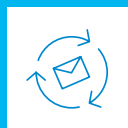
CUT THE WASTE, FOCUS YOUR SPEND, MAKE MONEY

Cross Target technology provides you with consumer public IP targeting for potent Programmatic Marketing. Now you can serve your online ads to real, known and eligible prospects and customers.

Use the trusted scoring models, customer files, and countless demographic keys that describe your best customers. Cast aside the dubious web statistics inflated by non-human traffic. Spend your ad money where your response, conversions and ROI will soar.



Target smart: real-world list selections outperform cookies, hands down



Execute your online advertising in lock step with your postal mailings



Deliver your online message at the household level, one-on-one



Serve your ad at the moment your direct mail prospect is online



Use Programmatic Marketing in combination with your customer lists, prospect lists, census districts, carrier routes--right down to 9-digit ZIP--to buy targeted website ad placement.

Cross Target's Programmatic Marketing enables smarter automated ad placement that works in concert with your core direct mail campaigns. You get simultaneous ad and mail delivery for a multichannel effort that delivers superior results.



MAKE THE REAL CONNECTION BETWEEN ONLINE AND OFFLINE

We link your physical mailing list or target list to the online connection in the homes of your customers and prospects. Now you can confidently pay for online ads only when seen by your chosen readers!

- Cross Target's Programmatic Marketing instantaneously buys website ad space that will support your CRM campaigns, awareness drives, winback efforts, conquest and upsell programs.
- You can sidestep vague website traffic statistics inflated by anonymous web bot visits and non-valid forms completions. Eliminate costly billings for non-human impressions and click-throughs.
- Using RR Donnelley's integrated mail and online capability you can time online advertising to support your hard copy at any time: on, before, or after the day it is delivered in the home, upon the news of current events, and at the moment your target's browser is activated over a period of days, even weeks.

When you engage with the RR Donnelley team, your customer and prospect database will be a primary information source. We use predictive analytics, sophisticated modeling and many diverse external data sources to deliver priceless, powerful information: shopping and buying habits, attitudinal and behavioral, lifestyles, demographics—all to better target the most productive consumers, their preferred channels, with offers that ignite response.

STAYING ON TOP

Your RRD team will share experienced direction with you to maximize the returns of your entire direct marketing program. From list targeting, display and direct mail creative, to one-to-one personalization and landing pages, for persuasive, cadenced touches that stay in front of your customer.

Cross Target's Programmatic Marketing gives you the ability to cut out non-producing ad expenditures. Focus your money and message with multi channel touches that generate outstanding financial results, every time!

