



# Convert

## DIRECT MAIL RETARGETING

### CONVERT

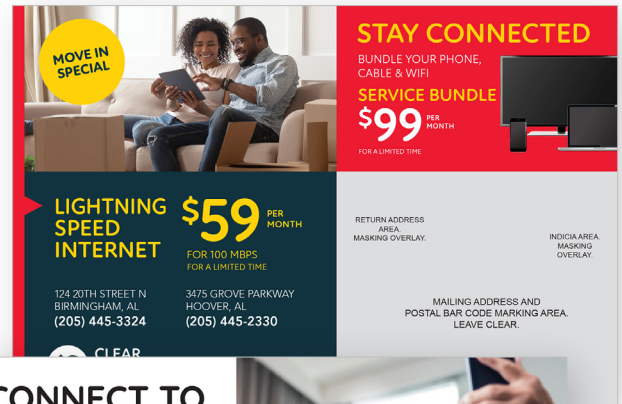
(Full Bleed/4-Color Process)

Re-engage lost website visitors with our direct mail re-targeting solution. Drive customer acquisition by utilizing online intent data & our high-response, personalized direct mail postcard.

**Trim Size    Front Image Area    Back Image Area**

Convert .....6 x 4.25 ..... 6.25 x 4.50.....6.25 x 4.50

Convert .....9 x 6 ..... 9.25 x 6.25.....9.25 x 6.25



### BEST PRACTICES

- Set campaign objective & identify the target audience: New customer acquisition, retention, reactivation?
- Create a strong headline and tagline
- Use strong offers
- Include clear call to action: what do you want the consumer to do?



## DOWNLOAD OUR PDF TEMPLATE AT:

Full bleed Convert artwork should be built all the way to the edge of the blue area indicated on the template. The black line shows where the ad will be cut after printing. Please be sure the image area “bleeds” at least 1/8” beyond the trim line. All important text and coupon borders must be kept within the safe area indicated by the pink line on the template in order to minimize risk of being cut.

### PRINT GUIDELINES:



**TRIM SIZE**  
The finished size of the mailed piece.



**IMAGE AREA**  
The “live” area that is available for any artwork and/or coupons used in the ad.



**BLEED AREA**  
The area in which artwork extends beyond the edge of the page so there is no (white) margin.