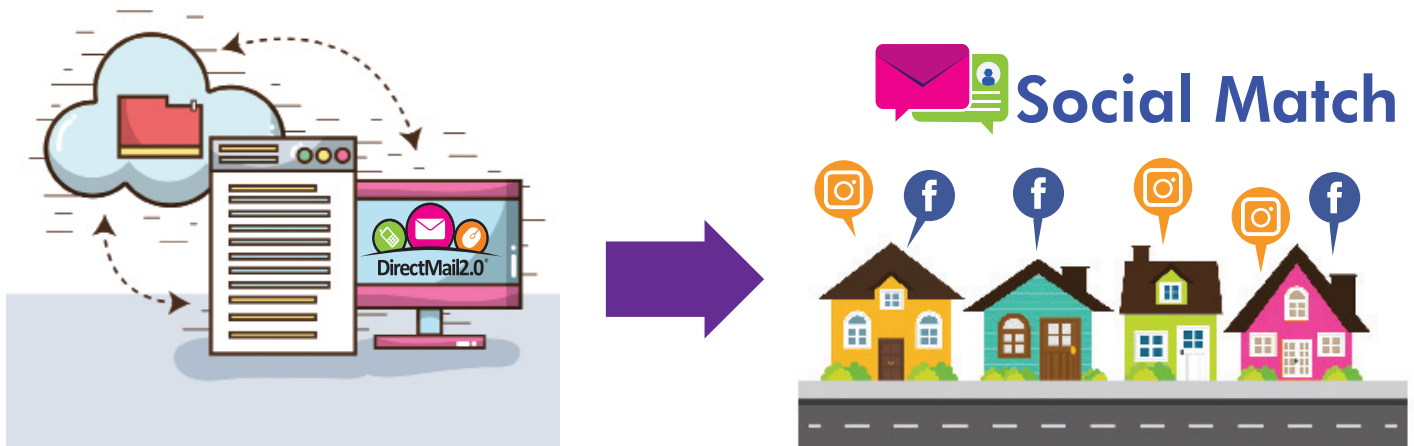


What is SocialMatch?



We can now take your mailing list and MATCH each name with their Facebook or Instagram user accounts. Now your target market will not only receive the mailing but will simultaneously be delivered the SAME message on their Facebook feed, even before they visit your website online!

We are able to achieve a 40% to 60% match rate with your list.



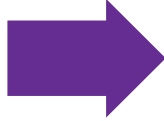
SocialMatch Allows You To:

- Maximize the use of your mailing list.
- Help the people from your list familiarize themselves with your brand before the mail hits.
- Generate thousands of additional social impressions when you show your audience online ads, even without the need of them visiting your site first!

80% of sales are made between the 8th and 12th contact. Social Match allows you to reach interested prospects at yet another activation point.

PLUMB RESPONSE BUILDER

What SocialMatch Looks Like:



YOUR POSTCARD

YOUR AD ON SOCIAL MEDIA




Marketing repetition is crucial to its success, and Social Match offers repetition like never before.



Social Match CAMPAIGN CALENDAR

| SEPTEMBER | | | | | | |
|----------------|---------------------------|----------------|----------------|----------------|--------------------------|----------------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| | 28 [Envelope] [Person] | 29 [Person] | 30 [Person] | 31 [Person] | 1 [Envelope] [Person] | 2 [Person] |
| 3 [Person] | 4 [Person] | 5 [Person] | 6 [Person] | 7 [Person] | 8 [Person] | 9 [Person] |
| 10 [Person] | 11 [Person] | 12 [Person] | 13 [Person] | 14 [Person] | 15 [Person] | 16 [Person] |
| 17 [Person] | 18 [Person] | 19 [Person] | 20 [Person] | 21 [Person] | 22 [Person] | 23 [Person] |
| 24 [Person] | 25 [Person] | 26 [Person] | 27 [Person] | 28 [Person] | 29 [Person] | 30 [Person] |
| 31 [Person] | | | | | | |

SocialMatch is a 14-day program which will begin on the mail date.

-  = MAIL OUT DATE
-  = MAIL HITS
-  = SOCIALMATCH
-  = GOOGLE & SOCIAL MEDIA FOLLOW-UP

SocialMatch Pricing

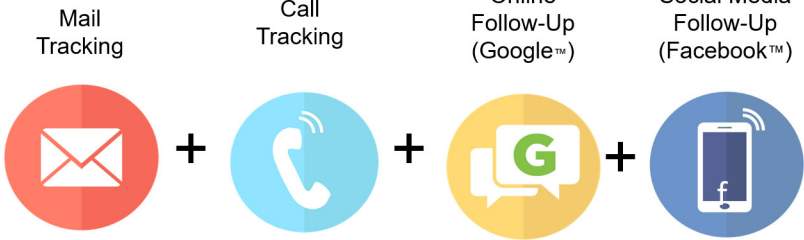
Match your mailing list to Facebook users and deliver targeted ads directly to them via [Instagram](#) and [Facebook](#) before, during and after the mailing.

NOTE: Usual matches are between 40-60% of list size.
Cannot be used with EDDM mailings.



Social Match

| Total List Size | Price |
|-----------------|--------|
| Under 5k | \$160 |
| Under 10k | \$200 |
| Under 15k | \$300 |
| Under 25k | \$338 |
| Under 50k | \$400 |
| Under 100k | \$600 |
| Under 250k | \$1000 |
| Under 500K | \$1400 |
| Under 1 M | \$2000 |



Add the complete Response Builder Program for as little as **\$650!***

*Flat Rate for Mail Piece Count Under 5K