

## Are you making the most of your direct mail list?

Research shows that it takes 6-8 touches to generate a viable sales lead. Let Infinity help you enhance your direct mail campaign and increase touches to your audience by serving display ad impressions with surgical precision.

If you want to reach a larger audience that isn't on your direct mail list, we can also do that by serving display impressions to targets inside a geographical region or specific location.

**50 to  
100x**

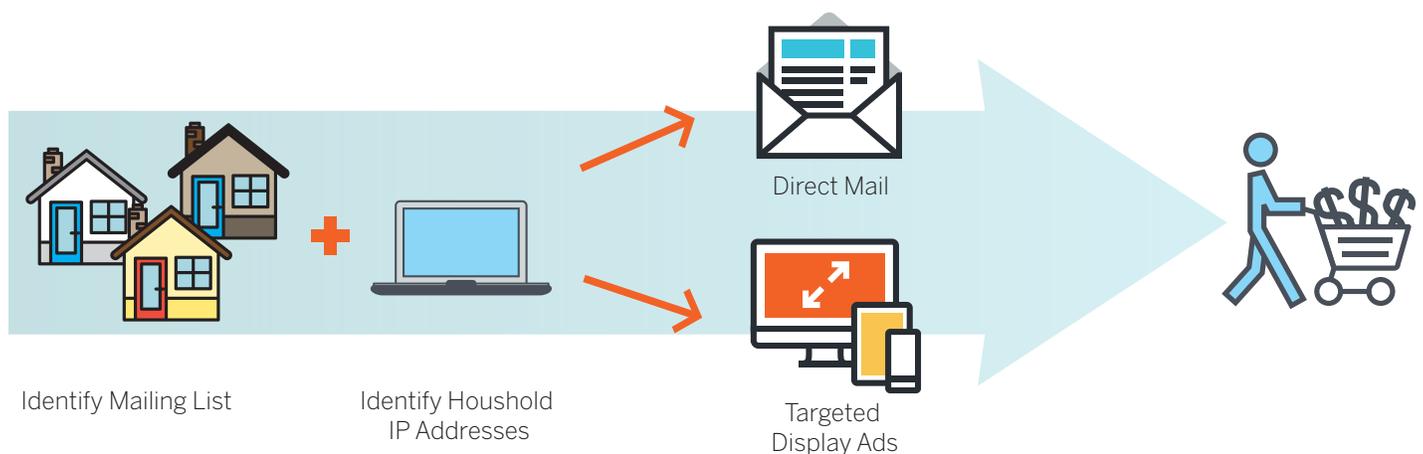
more targeted  
than television

**6 to  
60X**

more effective  
than broadcast  
display advertising

**3.2x  
higher**

click through rates  
than broadcast  
display advertising



Learn how IP Targeting can strengthen your reach.