



Enrichify
Transforming data into valuable assets

CASE STUDIES

TAFEL MOTORS MERCEDES-BENZ DEALERSHIP

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

Tafel Motors has been selling luxury vehicles in the Louisville market for over 50 years, and their reputation for superior customer service is well known. This particular campaign utilized Tafel's existing data pool for leases that were expiring soon and a conquest list of people who owned other luxury brand vehicles. These two groups were set up as separate campaigns, and messaging corresponded to the vehicle currently owned by the particular prospect. For example, someone whose lease was going to expire on an E-Class Mercedes received an ad for the new E-Class, and M-Class lessees received the M-Class ad, etc.

CAMPAIGN RESULTS

Enrichify was able to use our match-back analysis to match targeted customers with customers that made purchases during their sale periods. During the Sale/Lease special, customers from our initial data cohort generated a total of 46 sales and leases. Of these conversions, 32 came from our IP Targeting campaign and the remainder from our control group.

- 46 transactions attributed to the campaign
- 80% higher conversion rate for customers who received targeted display ads
- \$383,286 in incremental revenue generated from these additional sales



Mercedes-Benz

GWINNETT BRAVES BASEBALL

This team used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

During the offseason, professional sports teams prepare for the upcoming season by bolstering rosters to gain a competitive edge. The Gwinnett Braves baseball team in the southern part of the United States inked Enrichifydata as part of its sales team to beef up its 2017 Opening Day and multi-game ticket package efforts.

CAMPAIGN RESULTS

Over a thirty-day campaign, Enrichifydata served both video and display ads to more than 8k homes sourced from the club's Client Relationship Management data. At the conclusion of the campaign, the campaign with IP-targeted ads resulted 34% more successful than the control group without Enrichifydata. See the results from our match-back-analysis for yourself:

	Population	Percent	Conversion	Percent	Conversion	Improvement
Target 't '	8,401	67.69%	70	73.68%	0.83%	33.65%
Control 'f '	4,010	32.31%	25	26.32%	0.62%	
Total	12,411		95			



LOUISVILLE BATS

This team used Enrichifydata's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

The Louisville Bats, a Triple-A Minor League Baseball team, wanted to reach their customers where they spent a considerable amount of time online. By utilizing Enrichifydata's patented IP targeting system, the Bats were able to measure digital impressions and engagements on a more precise scale than ever before. Using transaction data from sales over the past three seasons, the Bats' marketing team was able to launch an online ad campaign to re-engage only those that had previously purchased tickets

CAMPAIGN RESULTS

The campaign served 120,000 impressions during the two weeks leading into a game with several promotions. Enrichifydata was able to generate a 22% lift in ticket sale conversions compared to the non-targeted control group. Moreover, game day attendance was estimated at 11,000, a 68% statistical improvement over their 2015 average attendance of approximately 7,500, according to MiLB. This Match-back only accounts for online sales which could be tracked and doesn't include phone orders or "walk up" ticket sales. See the data shown here from the Enrichifydata match-back-analysis!

	Population	Percent	Conversion	Percent	Conversion	Improvement
Target ' t '	1,591	52.75%	41	57.75%	2.577%	22.41%
Control ' f '	1,425	47.25%	30	42.25%	2.105%	
Total	3,016		71			



KENTUCKY CRAFT BREWERS ASSOCIATION

This test used Enrichifydata's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

In early 2015, The Kentucky Guild of Craft Brewers was involved in the legislative fight for their lives against one of the largest brewers of beer in the world. Kentucky HB 168 was supported by their membership and preserved the long-standing practice of a 3-tier distribution system, while closing a loophole that was used by Anheuser-Busch to operate two distributorships in the state.

The Kentucky Craft Brewers decided on a strategy to target legislators and voters directly with their message. Ultimately Enrichifydata delivered over 300,000 ad impressions to the state legislative offices and modeled voters in the districts of selected members of the General Assembly. While Anheuser-Busch had one of the largest lobbying budgets during the 2015 legislative session, the Craft Brewers were able to effectively communicate their message using a much more cost-effective strategy and lower budget.

CAMPAIGN RESULTS

The online response to these ads was overwhelming. While the industry average click-through rate (CTR) for a display advertising campaign is .08%, the Craft Brewer Ads received a CTR of .643% or roughly 800% higher than the industry average. Our targeted audience for this campaign was legislators and members of the legislative staff while at work, along with engaged voters while at home.

The bill was passed by a 23-13 vote in the Kentucky Senate which was then signed into law by Gov. Steve Beshear.

- CTR of 0.643%
- 23-13 vote
- The bill was passed!



ATTRIBUTION ANALYSIS IN MULTI-MODAL ADVERTISING CAMPAIGNS

This campaign paired Enrichify's IP Targeting with Direct Mail for even better results.

BACKGROUND

We needed to design a measurement framework that adjusts for other omni-channel campaigns. Our preferred methodology is called a differential match-back analysis with a Return on Ad Spend (ROAS) calculation. Using this tool we broke down the list of prospects into segments based on which campaign(s) they were targeted by. Then we divided the revenue attributable to the campaign by the amount spent on advertising to calculate ROAS.

Enrichifydata's client (who is a national home furnishing company) was using our Digital New Movers tool to target new movers. Our client ran this campaign in three separate segments to aid in measurement.

- A) A direct mail campaign where targets only received a Direct Mail Piece (DMP).
- B) Direct mail paired with an IP Targeting campaign, where targets received both direct mail and digital ads from Enrichify that were paired to arrive at the same time.
- C) The final segment of the campaign targeted prospects only digitally with IP targeting.

For the campaigns above each segment produced significant ROAS. It turns out people who recently moved are very likely to purchase home furnishings.

CAMPAIGN RESULTS

- Direct Mail - Produced a 2635% ROAS, which while respectable, was the lowest of the three measured segments.
- Direct Mail + Digital - Produced the second highest ROAS, simply adding digital ads to the direct mail campaign increased the ROAS from 2626% to 2951% or about a 10% increase in return by simply adding IP Targeted digital ads to the direct mail campaign.
- Digital Ads Only - This was the clear winner in this test, producing a ROAS of 4572% or about 80% higher than direct mail only.

While in this campaign the superior ROAS was produced by the stand-alone digital campaign, we are big believers in pairing digital ads with direct mail and have seen superior performance for this tactic in other case studies. The net result is digital advertising with Enrichifydata works, and works significantly better than any alternative.

	% of sales	COM	ROAS
Mail + DNM	0.12%	3.39%	2951.98%
Direct Mail	0.12%	3.79%	2636.04%
DNM	0.99%	2.19%	4572.29%

FINANCIAL INSTITUTION

This bank used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

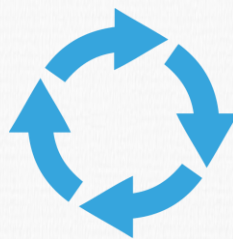
Enrichify's client, a regional bank located in the Southeast United States, was looking to position itself as the premier regional banking choice for personal checking options in the Southeast. The bank also sought to support efforts in growing the number of new checking accounts. After completing a discovery process with the client, Enrichifydata decided to launch an IP Targeting campaign that would complement a targeted direct mail program. We built a one month IP Targeting Campaign in selected regional areas to a targeted segment of the bank's direct mail list. The campaign was centered around new checking or business account acquisitions driven to a vanity URL that was created for the campaign and installed with Google Analytics for tracking purposes.

CAMPAIGN RESULTS

Time on site for IP Targeting visitors was 40% higher and bounce rate was 3.5% lower than the site average. The direct mail side of the campaign generated a response rate of 0.61% while the IP Targeting campaign generated a 1.09% response rate. An increase of overall budget by 5.83% for IP Targeting helped generate a 79% lift in overall campaign effectiveness.



**Time on Site 40%
Higher**



**1.09% Response
Rate**



**79% Lift in
Campaign**

B2B FORTUNE 50 TECH COMPANY

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

A Fortune 50, \$90+ billion dollar technology company that offers numerous consumer and business products wanted to increase sales of its premier office productivity suite to both large and small businesses. Enrichify's patented IP Targeting technology maps IP addresses back to their corresponding physical mailing addresses, allowing marketers to serve ads to the internet users within high-value locations at the most relevant times. This client decided to use Enrichify's B2B IP Targeting to reach a list of 465 prospective companies during business hours that had never previously purchased this product from them.

CAMPAIGN RESULTS

Post-campaign, Enrichify conducted a Match-Back Analysis to help determine attribution. Cross-referencing those businesses that converted out of the target group enabled Enrichify and the technology company to measure and quantify the results of the campaign. 17 of the 465 targets purchased the advertised product resulting in a 3.66% conversion rate. The new customers who bought because of this campaign by Enrichify included large companies such as Goldman Sachs, 3M, and News Corp. Enrichify's B2B IP Targeting excels in lead generation, sales, and even recruiting. Enrichify works.



BUFFALO WILD WINGS

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

When a new restaurant opens, getting the word out is important. That's why when a Buffalo Wild Wings opened in the southeast region of the United States, they paired Enrichify with Direct Mail. BWW opted to send 20,000 direct mail offers to homes in the nearest six zip codes to the restaurant. The franchise then chose to add value to their direct mail campaign by layering Enrichify's technology on top. Nearly 8,000 homes from the same direct mail list received IP Targeting. The creative said, "A new Buffalo Wild Wings is opening near you! Look for your special offer in the mail!"

CAMPAIGN RESULTS

The novelty of the Buffalo Wild Wings strategy was evident. Within the first two days of the campaign, the click through rate soared to a .21% before settling to an industry-beating .1%. What's more important, though, is that those who received IP-targeted ads resulted 35% more likely to enter the restaurant and take advantage of the offer. Enrichify can be every marketer's secret weapon. Generate more traffic, conversions, and sales dollars with Enrichify's IP targeting. See the Match-Back analysis for yourself in the chart below.

	Append	Percent	Conversion	Percent	Conversion Rate	Improvement
Target 't'	7,765	38.78%	126	46.15%	1.62%	35.31%
Control 'f'	12,244	61.22%	147	53.85%	1.20%	



B2B: THE CAPTIVE AUDIENCE OF A FORTUNE 500

Captive Audience starts with advertisers selecting locations where target populations gather, places like: Businesses, college campuses, hotels, trade shows, conventions, airports and military bases. We then map the IP addresses of these locations and serve targeted digital ads on the websites prospects visit while at that building.

BACKGROUND

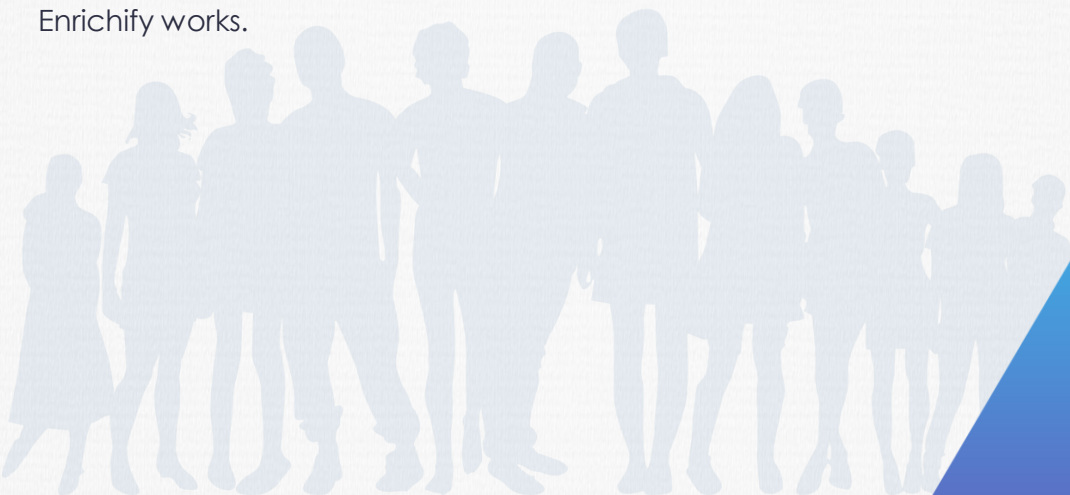
A Fortune 500 \$5 billion dollars publicly-traded multinational storage and data management company annually spends heavily to exhibit at CiscoLive and other trade shows and conferences. Their top targets are the CIO's, CTO's, and senior IT decision-makers present in force at CiscoLive with the goal to earn their companies' business. To complement a six-figure spend to exhibit at the show in 2016 and 2017, the company used Captive Audience by Enrichify to reach the approximately 28,000 attendees while they surfed the web via convention center Wi-Fi or the Wi-Fi at their hotel rooms. The goals of the campaign was to drive higher attendance to their booth and education sessions, and to increase meaningful interactions with their target audience.

CAMPAIGN RESULTS

In 2016 the client used a single creative ad set. This campaign resulted in a .14% CTR which is roughly a 2.5X lift over the industry average of .06% Click-Through Rate (based on the Google Rich Media Gallery-Internet and Telecom Vertical, August 2017). The following year in 2017, they split-tested the creative assets into three different ad sets, serving them based on conference events. This added topical relevance and in-turn caused the CTR to skyrocket. CTR for these three topically relevant campaigns ranged from .24% to .27%, more than 4X the national average.

Captive Audience by Enrichify is the perfect digital tool to hyper target events and locations replete with high-value targets to drive awareness, engagement, and ultimately business.

Enrichify works.



COLUMBIA COLLEGE

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

Columbia College is a private, not-for-profit university with a global outlook. While based out of Columbia, Missouri, the institution operates over 35 locations throughout North America and features a renowned online program to accommodate its students' schedules. Looking to reach individuals digitally on a one-to-one level with certainty, the institution partnered with Enrichify for its patented IP targeting solution. Nearing the end of 2016, Columbia College was looking to boost its spring 2017 enrollment with two separate national campaigns: a retention campaign and an outbound recruitment campaign.

CAMPAIGN RESULTS

The retention campaign aimed at improving awareness for Columbia College's Six Sessions program--a track with six, eight-week sessions designed to help students earn their degrees quicker. The Six Sessions target group amassed an ultimate 1.87% conversion rate-- a 49% lift over the control group. Over a 54-day period, the outbound campaign served 10 million impressions to the target group on top of email and direct mail. At the conclusion of the campaign, the targeted group garnered a stunning 72% lift in enrollment over the control group. Enrichify campaigns have excelled in higher education for recruitment, athletics, and gift giving.

It's no bull, Enrichify works.



COLUMBIA
COLLEGE

===== 1854 =====

DAN GUENTHER: ST. LOUIS ELECTION

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online .

BACKGROUND

Dan Guenther was a candidate for Ward 9 of the St. Louis Board of Aldermen in Missouri, a seat that had been held by an incumbent for 18 years. As in most elections, both candidates employed traditional means of political marketing such as direct mail, phone calls, door-to-door canvassing, and social media. KAOH Media, the agency that helped manage Guenther's digital campaign, decided to add Enrichify as a differentiator that they had found resounding success with for past political clients. Before the campaign began, Enrichify's was able to match 65% of the provided district voter list to respective household IP's.

CAMPAIGN RESULTS

In this primary, 14 Board of Alderman seats were up for election, 9 of which were held by incumbents running for re-election. Each incumbent held their seat with the exception of one; Enrichify's client beat the 18-year incumbent by incredible margins. His digital campaign resulted in a CTR of 0.25%, which is over 4x the industry average. His election results were even more impressive. Not only was he the sole candidate to win over an incumbent, he won by a 79% margin of actual votes.

"Having an integrated digital approach is essential to any campaign. Enrichify's unique 1-to-1 household IP targeting continues to prove itself as an incredibly effective means to reach targeted audiences without wasted impressions."

– Allan Hug, Co-Founder, KAOH Media

The technology works across every industry - from gyms to automobiles; large insurance corporations to small non-profit firms. Straight-forward and simple, Enrichify works.



DIGITAL CANVASSING FOR HOME IMPROVEMENT

Digital Canvassing is the result of combining Enrichify's mapping and IP Targeting technologies. Similar to how a service company would hand out flyers to the nearby houses after performing a service, Digital Canvassing looks at the street name and relative distance of intersections to determine which houses to serve ads to.

BACKGROUND

A \$2.5 billion dollar manufacturer and marketer of home improvement products regularly performs thousands of in-home installations of their high-quality and affordable home products. Because of this, homes near a current active work site are some of the best prospects since nearby residents observe the work being performed on their neighbor's home. To capitalize on this localized site marketing, canvassing and direct mail have become an important part of their omni-channel marketing mix over the years.

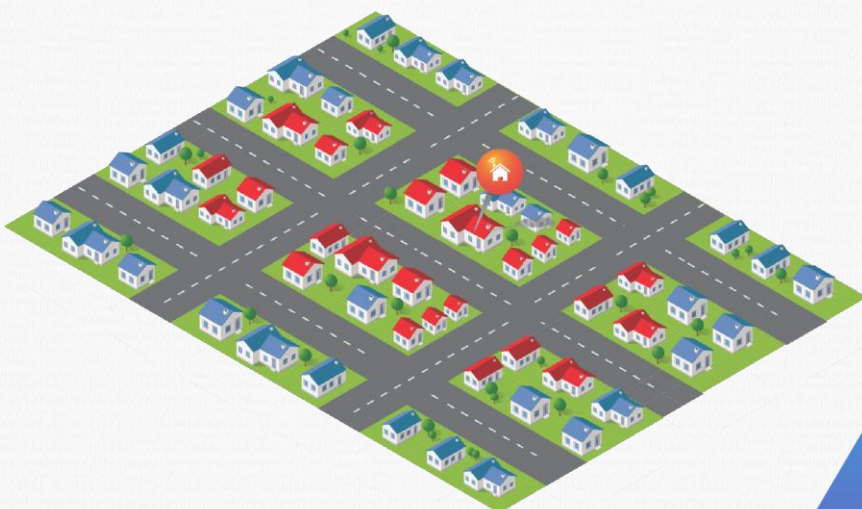
Looking to add a digital channel, the manufacturer implemented Digital Canvassing by Enrichify. This tool builds target segments by finding and appending the IP addresses of nearby homes for IP Targeting. The home improvement client was now able to digitally target neighbors' individual homes just prior to and during the time the canvassing team walked the neighborhood.

CAMPAIGN RESULTS

The results of the Digital Canvassing campaign were excellent. Using the findings of Enrichify's MatchBack Analysis, homes that were targeted with Digital Canvassing in addition to the canvassing team purchased at 77% higher rate than houses that only received direct mail and a visit from a canvasser.

Enrichify's Digital Canvassing is the perfect digital tool to turn customers into brand advocates by reaching their neighbors.

Enrichify works.



DIGITAL MARKETING COMPANY

This company used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

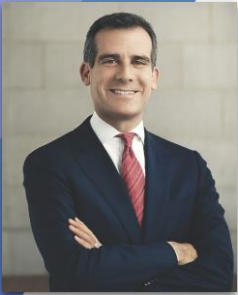
In August 2013, Enrichify's invited Megan Malone, digital director for a Louisville, KY, media company to be among its first resellers. Malone was impressed with Enrichify's promise to dramatically reduce the waste associated with typical online advertising. Malone relocated to Philadelphia in March 2014 and established her own full-service digital agency, Vici Media Inc., offering Enrichify's IP Targeting as one of her new company's core services. Her clients include universities, auto dealers, political campaigns and credit unions.

CAMPAIGN RESULTS

For a private university in Indiana, Malone was able to track individuals who signed up for more information, scheduled a tour of the campus and completed enrollment applications each month. As students traveled down the sales funnel, she used IP data to target specific messages and generate more conversions. The university saw well over 100+ conversions per month.

For a national chain of ski resorts, Malone mined and targeted homes within the season ticket databases at each of the seven resorts before a single snowflake hit the ground. Messages encouraged this segmented audience to pre-purchase passes through Black Friday and season ticket promotions. All seven resorts saw a huge increase in revenue from the targeted messaging. One of them doubled sales from the same time period the year before.





LA MAYORAL ELECTION: ERIC GARCETTI

Enrichify has developed a proven process for growing lead conversions and revenue, both online and off. With the unique Enrichify's targeting platform, we enable our clients to target down to users in specific households to consistently deliver the most relevant online advertising to their true audience.

Our model mimics the time-tested techniques of direct marketing, the direct-selling method trusted by professionals for over 70 years, and moved it online. True audience targeting gives you the power of extraordinary relevance and the more relevant the ad, the more likely the conversion.

BACKGROUND

While the majority of political candidate's advertising budget is spent on TV, an increasing amount is being spent on online media. Our reseller's client, former Los Angeles City Council President and candidate for the 2013 LA mayoral election, Eric Garcetti, needed to stand out and gain an edge in the tight race against his opponent. The challenge was to cut out the noise of other candidate's ads by purchasing only relevant impressions that can deliver tailored messages to specific sections of the electorate.

CAMPAIGN RESULTS

Garcetti wins LA Mayoral Election with Enrichify's reseller "Engage: BDR/AudB" targeted ads. The reseller worked with candidate Garcetti's team to plan and launch an online campaign that targeted 500,000 voters in LA, focused on Spanish- and English-speaking Latinos, aged 18-46. Our targeting technology uniquely targeted internet users within a specific household.

- Find the web entry point (IP Address) for all targets.
- Assign each web entry point a unique privacy ID.
- Send display ads only to websites where target ID's appear.

We can find web entry points by matching them to mailing address - no one else has anything like it. Through our vast display advertising network, we watch for instances of targeted ID's on thousands of websites and deliver highly personalized and relevant ads in real time.

The micro-targeting campaign was successful for the Garcetti campaign and Engage: BDR. According to a report published by the agency, they delivered over 7 million impressions for the Garcetti campaign in just over two weeks. Engage: BDR claims that the micro-targeting campaign bought between 10% to 17% better click-through rates for Spanish-speaking Latinos and English-speaking Latinos ages 18-46. While those returns might sound like another dry marketing statistic, they're the reason why election campaigns want to know you better than you know yourself.



FITNESS CLUB MEMBERSHIP

This fitness club used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

When New Year's Day comes around, most Americans have two objectives: lose weight and gain money. While providing resources to help clients lose weight is a gym's job, helping clients make more money is Enrichify's job. During the winter season, a fitness center in the Southeastern United States approached us with the task of using IP Targeting to gain new memberships for the New Year. This campaign targeted households who had cancelled their gym membership in the past year. The athletic club gave new members a discount if they rejoined - and they loved it.

CAMPAIGN RESULTS

Over the course of 27 days, Enrichify was able to prove a lift of 54.15% compared to those that were not targeted online. Enrichify's IP Targeting generated 22 memberships in less than a month, with the campaign only serving around 30k impressions. It garnered 19 clicks, with a CTR of .07%, right above industry averages of 06%.



22 New
Memberships



54.15% Lift in
Sales

HOME IMPROVEMENT RETAILER

This test used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

A national brand that primarily works within the home improvement industry came to Enrichify and wanted to test the efficacy of IP Targeted Digital Advertising. They consistently ran direct mail and when they learned how IP Targeting compliments direct mail, they were excited to see how it would increase their conversions and revenue.

CAMPAIGN RESULTS

The home improvement brand ran 27 separate campaigns across 17 different markets in the country during an 18-month time span. 1.15 million targets received Enrichify's IP-targeted ads through the use of our patented technology, while a control group of 1.74 million only received physical mail. These individuals were targeted because of the age of their home, their household income, and if they were actual homeowners. Over 11 million impressions were served. Of this group, we found that our targets were 33% more likely to purchase from the home improvement brand. The Return on Ad Spend was 1065%, making a \$10 return on every \$1 spent. Lastly, we saw \$1,930,000 in incremental sales attributed to these campaigns.



Targets 33% more
likely to purchase

1065%

Return on Ad
Spend



\$1,930,000 in
Incremental Sales

HVAC AND PLUMBING SERVICES

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

Our client is a full service heating, ventilation, air conditioning, plumbing repair, and retail organization with multiple locations throughout the southeast. The organization had hundreds of appointment slots available within the last quarter of 2013. With an advertising budget just under \$5,000, the organization had to engage previous customers with plumbing winterization services as well as sell excess inventory of tankless water heaters before the end of 2013.

Enrichify implemented a household targeted advertising campaign of the organization's previous clients. Enrichify then scrubbed this client data against our proprietary technology to deliver display advertisements to these specific customer households. Through only our online display campaign Enrichify was tasked to fill all available appointment slots for the remaining 74 days of the year.

CAMPAIGN RESULTS

Within 34 days, Enrichify was able to engage approximately 18,500 previous customer households an average of 20 times per household and fill 100% of all remaining appointment slots. Our technology was able to help the advertiser reach its goal 40 days before the scheduled end of the advertising campaign.

The client was thankful we were able to facilitate their goal by allowing them to engage specific households they knew had a higher probability to convert, while also removing the noise and wasted impressions that most advertising platforms cannot do.

To learn more about how Enrichify can improve your results while lowering cost, please contact on our website www.Enrichifydata.com

NON-PROFIT COLON CANCER PREVENTION PROJECT

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

The Colon Cancer Prevention Project (CCPP) is an independent 501(c)(3) nonprofit based in Louisville, KY. CCPP integrated Enrichify's targeting platform as part of a larger outreach campaign that included direct mail and targeted push advertising to potential donors. 44% of the list of likely donors were included in Enrichify's online display campaign and 56% were not targeted.

CAMPAIGN RESULTS

Enrichify was able to use a Match-Back analysis to match targeted households to donors. The control group of households NOT targeted by Enrichify achieved a response rate of 0.38%, compared to the households who received IP targeted ads. This group saw conversions of 1.14%, an improvement of 200%. A staggering 95% of total dollars raised in the campaign came from households that received ads from the Enrichify targeted group.



Conversions of
1.14%

200%

Improvement
Overall



95% of Money Came
from IP Targets



NEBRASKA VOTER TURNOUT

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

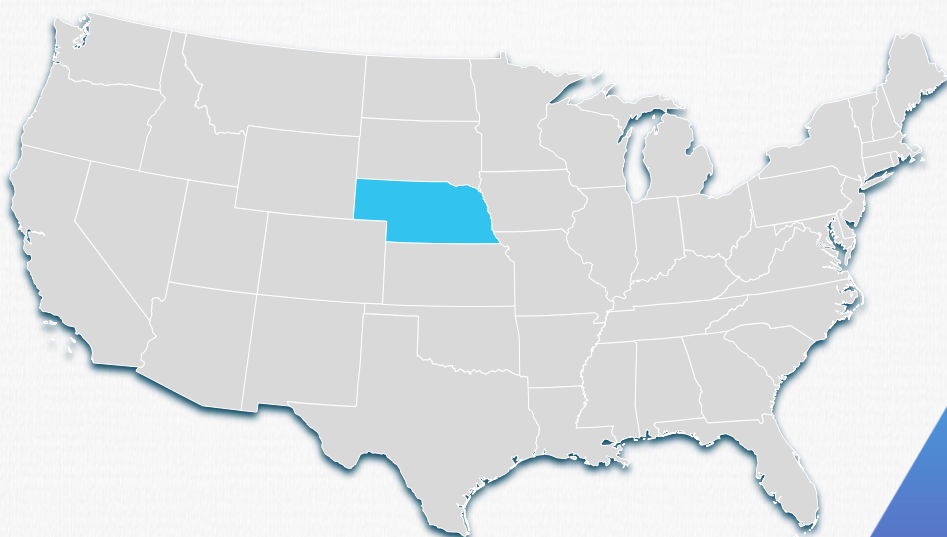
As part of the Get Out The Vote (GOTV) efforts for the 2016 general election, the Nebraska Civic Engagement Table (NCET) served targeted digital advertisements reminding people to get out and vote. The NCET worked with Enrichify to match Nebraska voter registration rolls with IP address records. Digital advertisements reminding people to vote on phones, computers, and tablets were sent out using Enrichify's robust and user - friendly platform.

CAMPAIGN RESULTS

Of the 55,523 Nebraskans targeted, we were able to positively match the IP addresses of 35,141. Those 35k Nebraska voters received digital ads reminding them to vote starting the weekend before the election and continuing through Election Day. By comparing the voting behavior of those Nebraskans who received ads to that of those who didn't, we can state with confidence that our vote reminder campaign increased voter participation in the 2016 election. Our vote reminders increased voting among those targeted by 3.14% which calculates out to an additional 500 plus votes cast by the Rising American Electorate as a result of this program. In financial terms, this campaign equated to only \$22 per vote. Direct mail can cost more than \$80 per vote!

As you can see, Enrichify IP targeting got Nebraskan voters out of their homes and offices, and to the polls!

Enrichify works.



PEST CONTROL WITH NEW MOVERS

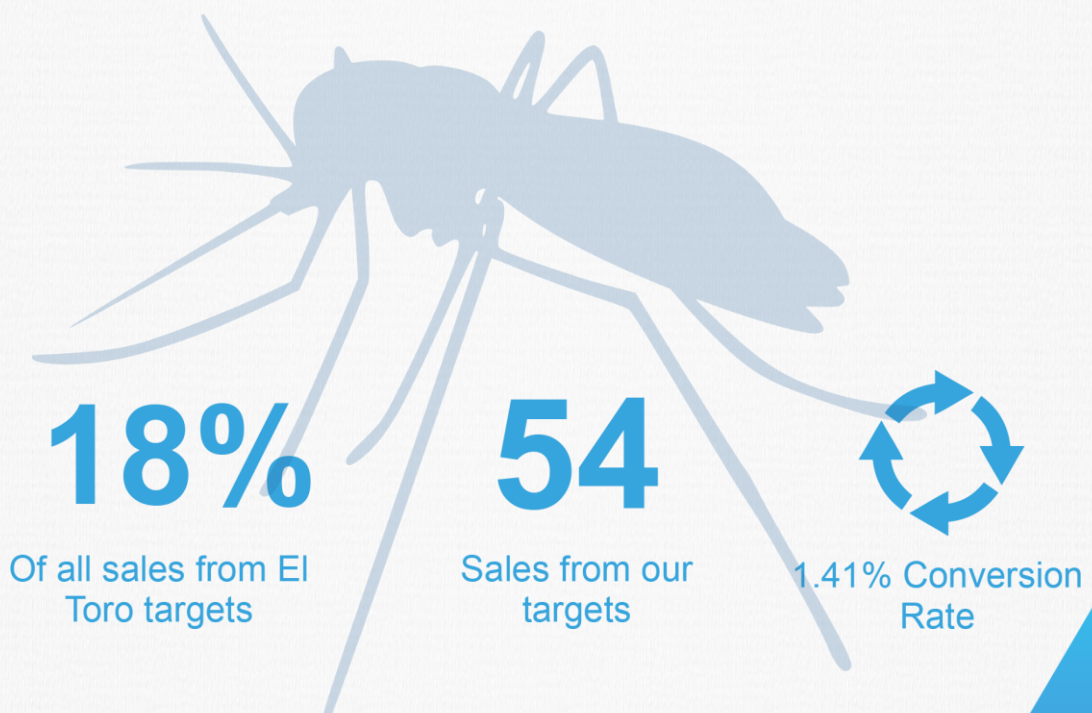
This test used Enrichify's Digital New Movers. Digital New Movers allows you to target people who are moving or have just moved into their new home with online banner and video ads, in almost real time on their laptop, smartphone, and table devices.

BACKGROUND

A Pest Control service company in Florida was looking to gain new customers in one of their local markets. This group of consumers who recently moved into the area were very likely to need pest control for their new home. The client loved the idea of being able to target prospects that had just moved into a new home literally within hours of them setting up their home network. They decided to run a Digital Post New Movers campaign with Enrichify.

CAMPAIGN RESULTS

The campaign was a huge success. The households that Enrichify targeted made up 18% of all sales during the campaign period. We served around 78,500 impressions over the course of three and half weeks and saw 54 sales from prospects we targeted. The 1.41% conversion rate (based on sales) for this campaign blows all industry averages out of the water by a large margin.



REVERSE APPEND

Enrichify's new Reverse Append tool is designed to convert anonymous website visitors into sales. Reverse Append identifies online visitors via their IP address, captures their journey on the site, and then matches the visitor's IP address to a physical mailing address so a personalized postcard can be mailed to the prospect.

BACKGROUND

A high-end upholstery company produces innovative products for the luxurious hospitality, aviation, and residential interior design industries but also offers a collection of beautiful and timeless consumer products. Sold at fine retailers across the country and online, this collection, just like their many offerings, is constantly evolving.

Much like several retailers, the holiday season garners peak website traffic. However, in previous seasons, online sales weren't as strong as the traffic alone suggested. Traditionally, the company has had positive results with its direct mail catalogs, and as such, for the 2016 holiday season, the company looked to convert its anonymous web traffic into direct sales by reaching those prospects offline with direct mail.

CAMPAIGN RESULTS

The company went with Enrichify's Reverse Append product. Visitors who place products in their online shopping cart but did not purchase were targeted, while visitors who purchased were eliminated from the mailings. Address matches were also eliminated if someone had already received a mail piece within the last three weeks. Finally, before mailing the Reverse Append postcard, the address was validated to USPS standards.

5% of the prospects that were mailed subsequently purchased! This was a 250% lift over other similar direct mail offerings from this client. With this tangible remarketing, these highly engaged but previously anonymous prospects with a direct mail piece, we were able to deliver increased value and superior ROI. As demonstrated in this case study, Reverse Append is an extraordinarily effective method for merging the worlds of online and offline advertising. The technology works across every industry – from gyms to automobiles, from insurance corporations, to non-profit firms.

Straightforward and simple: Enrichify works.

5%

of mailed prospects
purchased

250%

uplift compared to the other
direct mail offerings



RME 360

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

We ran 4 individual campaigns for RME. We targeted 15,337 residents that received a mailed piece with IP Targeting and a control group of 27,466 that only received a mailed piece.

CAMPAIGN RESULTS

The results are amazing. Using our Enrichify's technology, RME averaged 120% improvement with the targeted group that received mail with IP Targeting versus the control group that only received mail.

Enrichify can be every marketer's secret weapon. Generate more traffic, conversions, and sales dollars with Enrichify's IP targeting.

The logo for RME360 features the text "RME360" in a bold, sans-serif font. The "360" is in a teal color, while "RME" is in a dark blue. To the right of the "0" is a small teal circle with a white dot inside, followed by a trademark symbol (TM).

A LeadingResponse Company

SULLIVAN UNIVERSITY

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

Located in beautiful Louisville, Kentucky, Sullivan University provides career-focused education ranging from diploma to doctoral degrees. For the Fall of 2016, Sullivan was looking to boost enrollment for its multitude of bachelor's and doctorate programs. Sullivan created distinct messaging for its different segments: PhD, BSN, High School Students, Adult Students and Comeback Students. Looking to boost enrollment in the fall, the campaign ran from July to September.

CAMPAIGN RESULTS

Pairing Enrichify with its other outreach gave Sullivan a campaign that was 178.94% more successful than campaigns without IP-targeted ads. With a target group of only 22k compared to the control group of 31k, Enrichify influenced the decision of 18 new students--double the amount of the control group.

Enichify can be every marketer's secret weapon. Generate more traffic, conversions, and sales dollars with Enrichify's IP targeting. See the numbers for yourself derived from our Match-back Analysis!

	Population	Percent	Conversions	Percent	Response Rate	Improvement
Target	22,183	41.76%	18	66.67%	0.081%	178.94%
Control	30,939	58.24%	9	33.33%	0.029%	
Total	53,122		27			



UNIVERSITY OF NORTH CAROLINA

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

The University of North Carolina, a NCAA Division I school, wanted a new way to re-engage former season ticket holders for a football season ticket renewal program. UNC chose to launch a digital campaign with Enrichify to realize a lift in season ticket sales.

CAMPAIGN RESULTS

The results of the campaign were astonishing. Of the 1,245 households comprising the campaign audience, 676 individuals received IP targeted ads from Enrichify and an email offer. The other 569 people encompassing the control group simply received the email offer. UNC found that the test group who received Enrichify IP-targeted ads was 39.04% more likely to renew their season ticket. The campaign netted UNC a Return on Ad Spend of 2,609%.

It's safe to say that because of Enrichify's hyper-accurate targeting technology, the Tar Heels will have a dedicated group of returning fans in the upcoming fall season. Enrichify offers a wide variety of products perfectly suited for athletic programs and professional teams who alike stand to benefit from 1-to-1 cookie-free IP targeting.

Straight-forward and simple, Enrichify works.



IP TARGETING INCREASES HOLIDAY CAMPAIGN REVENUE



Public Broadcasting stations KPCC, in Southern California, and CPTV | WNPR, in Connecticut, were looking for ways to increase their overall holiday giving revenue. Enrichify recommended adding IP Targeting to the other channels they had scheduled – mail, email, pledge and more.

BACKGROUND

Various Enrichify clients have tested IP Targeting in the past with success, so we were confident that overall revenue during the holiday giving season (Thanksgiving – Year End) would increase for KPCC and CPTV | WNPR.

IP Targeting is unique in that existing donor contact information (name and address) is used to find a matching home IP address. Once found, campaign-specific ads are delivered directly to donors for the length of the campaign. Roughly 50% of donors are matched with an IP address and are able to receive ads.

CAMPAIGN RESULTS

KPCC Results:

Overall, KPCC members targeted with ads gave 14% or \$116,000 more than non-targeted members.

KPCC saw a \$21.37 average gift increase from the targeted group. Renewal members who were targeted with ads gave 17% more than those who were not targeted. Add Gift members who were targeted with ads gave 15% more than those who were not targeted. The campaign had an ROI of 6 (\$6 of revenue for every \$1 spent).

CPTV | WNPR Results:

Overall, CPTV | WNPR members targeted with ads gave 43% or \$99,736 more than non-targeted members. Renewal members who were targeted with ads gave 34% more than those who were not targeted. Add Gift members who were targeted with ads gave 38% more than those who were not targeted. Lapsed members who were targeted with ads gave 32% more than those who were not targeted. The campaign had an ROI of 9 (\$9 of revenue for every \$1 spent).



UNIVERSITY ADMISSIONS

This campaign used Enrichify's IP Targeting. IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

BACKGROUND

Enrichify's client, a mid-sized for-profit university located in the western United States was looking to increase the number of applications for undergraduate admission, while reducing cost per applicant. The client integrated Enrichify's targeting platform as part of a larger outreach campaign that included both direct mail and email. This combined campaign targeted households of approximately 14,000 likely students who were modeled based on ACT / SAT score, location and high school graduation date. Students were delivered ads with appropriate scholarship offers based on their ACT / SAT scores.

CAMPAIGN RESULTS

Enrichify was able to use a Match-Back analysis to match targeted students to applicants, providing the client with a high degree of visibility into campaign efficacy and ROI. Students who received IP targeted ads were 35% more likely to apply for admission. The incremental marketing cost for these additional applicants was less than 1/2 of the cost of the direct mail and email campaign.

Enrichify works.

35%! 1/2!

More Likely to
Apply

The Cost of Direct
Mail Campaign

