



# MULTI-CHANNEL MARKETING

ONE CAMPAIGN, ONE PERSON, MULTIPLE SCREENS

## BOOST YOUR EMAIL MARKETING CAMPAIGN'S SUCCESS WITH MULTI-CHANNEL TACTICS THAT KEEP YOUR BRAND IN FRONT OF PROSPECTS WHEREVER THEY CONSUME MEDIA.

Our unique technology allows advertisers to go beyond the inbox and target prospective customers across multiple devices through one unified marketing campaign. Contact a single person on all of their devices in one managed process, for full brand immersion. Leverage email, desktop display, mobile in-app display and social display touchpoints to give your audience multiple opportunities to interact with your brand.

### THE APPROACH



#### TARGET

Identify a targeted, high-quality audience of consumers likely to convert from a pool of 90 million consumer records with more than 500 segments, and email them with your marketing message.



#### CONNECT

Match individual audience records to online cookies and mobile device IDs to reach the same people across screens and devices simultaneously.



#### DEPLOY

Automate the delivery and optimization of inbox placement and omni-channel marketing tactics to increase awareness and response rates.

On average, email campaigns see over a **30%** lift in engagement when multi-channel tactics are added.

Source: Bridge Marketing October 2015



For more information contact your local Digital Media Strategist or email [masslivesales@masslive.com](mailto:masslivesales@masslive.com). Visit [www.MassLiveMedia.com](http://www.MassLiveMedia.com) to see all of our digital advertising solutions.