



## POSTWURFSPEZIAL AND DISPLAY ADVERTISING

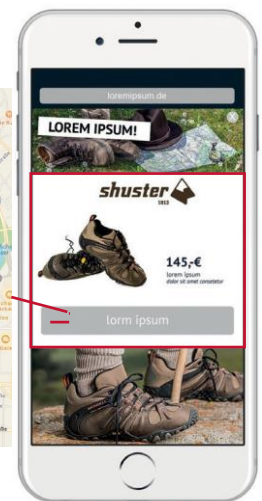
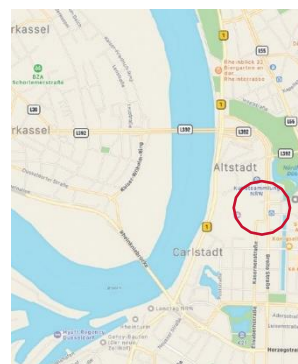
### CROSS-MEDIA: AN EFFECTIVE WAY TO STRENGTHEN AND EXTEND YOUR CAMPAIGN

Even in the digital age, advertising by post is an indispensable channel for acquiring new customers. Together with online advertising, it forms an effective and efficient cross-media partnership and attracts customers in line with their needs: multi-sensory, emotional, sustainable, credible, creative, individual, relevant - and therefore extremely effective.

We increase the response of your regional, partially addressed advertising mailings through the use of coordinated display ads.

### THE COMBINATION OF POSTWURFSPEZIAL AND DISPLAY ADS ENSURES:

- ✓ Greater reach
- ✓ Greater attention
- ✓ Acquisition new customers
- ✓ Increase in order quotas



Browser advertising: Your display ads are played as soon as the user IP address is located in the selected zip code area of your Postwurfspezial mailing.



Smartphone in-app: Targeting with an accuracy of up to 20 m. As soon as the user is within the geofence, the ad is delivered.

## THE PROCESS

1. Before the campaign starts, the possible potential (via the selection of cookies) is identified in the segment. This is done via cookies on your website and the consumption of target group-relevant content (i.e. URLs).

2. The Postwurfspezial-Mailing is sent to your target group in the catchment area.

3. After the print mailing has been sent out, the **online display campaign starts in the distribution area – via all devices.**

Advertising material (online and offline) can be created by Trebbau on request.



Tradition - innovation - competence We invest our know-how from more than 80 years of experience in your dialog marketing with passion and commitment!



We create customized campaigns for you. This allows you to reach your customers via all channels - online and offline.



Precise targeting and addressing of your target group - without wastage - is a matter of course for us.



Our team of over 100 employees is a competent partner for you with a high degree of commitment and flexibility.



### INTERESTED

YOUR CONTACT PERSON:

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NEWSLETTER

