



Email and Direct Mail Retargeting

Reach anonymous site visitors with email or direct mail for a personal, 1:1 marketing experience—all in a privacy-safe way.

The Problem

Marketers lack a direct touchpoint that allows them to reengage potential customers in a timely and personalized way.



The Solution

LiveRamp IdentityLink allows marketers to engage with website visitors through email and direct mail retargeting.

How It Works



A potential customer visits a site, but leaves before making a purchase or signing in.



Normally, this customer would be impossible to reengage on a personal level.



Now, marketers can reach this customer through email or direct mail with personalized, timely messaging.



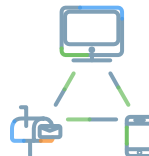
RETARGETING

Never miss a potential customer. Retarget anonymous website visitors with timely and personalized 1:1 messages.



PERSONALIZATION

There is no “one-size fits all” marketing plan. Deliver meaningful messages to previously unknown visitors.



OMNICHANNEL TARGETING Market to people, not just cookies. IdentityLink helps you create a seamless customer experience across all marketing channels.



Becoming an Email and Direct Mail Retargeting Partner

ESPs, marketing automation platforms, and direct mail providers can work with LiveRamp to offer these capabilities to their marketers. Please contact your LiveRamp business development manager for more information.