

# DIGITAL MARKETING SOLUTIONS

## TOUCH™

TOUCH utilizes digital marketing channels and tactics to enhance direct mail strategies through a 360° approach. We identify your audience online and target them with a series of emails and digital ads that coordinate with your direct mail campaign. TOUCH is a powerful tool that is easy to add to your mail strategy and takes your results to the next level.

## Our Process

We maximize campaign impact by appending targeted contact data including emails, phone numbers, and key attributes to boost match rates. Using your direct mail creative as the foundation, we develop coordinated email, display, and social ads that reach the same audience for increased exposure. Email deployment aligns with your direct mail in-home date, while display and social ads maintain daily impressions throughout the campaign, driving stronger engagement and higher conversion potential.



### EMAIL ALERT

Notifies consumers to look for your mailed offer



### DIRECT CONTACT

Direct mail reaches the consumer's mailbox



### DIGITAL FOLLOW UP

Emails, display, and social ads echo your offer



### INCREASE CONVERSION

Omnichannel campaigns improve performance

# THE VALUE WE DELIVER

## Touch 360°

- Email Sends
- Display & Social Ads

## Touch 180°

- Email Sends
- Social Ads

## Touch 90°

- Display & Social Ads

## Touch Email°

- Email Sends

- Coordinated omnichannel campaign
- Multiple email deployments
- Targeted display and social ads
- All ad spend
- Email, display, and social ad creative
- Custom landing page
- Unique sender IP and domain
- Warm-up and drip strategy
- Blacklist suppressions and monitoring

**Lending Science DM** is where data, marketing, and advanced analytics meet performance. We're a team of growth-obsessed strategists, data scientists, and marketers helping lenders, insurers, and risk-focused businesses unlock smarter acquisition and retention. We blend precision targeting with proprietary machine learning models, real-time decisioning, and omnichannel execution with direct mail, digital, email, and beyond.

Whether you're scaling a new product or optimizing your funnel, we build solutions that don't just generate leads they generate momentum.

**Fueled by Data. Driven by Results. Built for Growth.**