Power your direct mail with real-world visitation.

Postcards reach the households whose recent visits say they are already in market — matched to verified mailing addresses, privacy-safe, and with no CRM list of your own required.

WHY IT WORKS

Precise targeting

Households chosen on real visitation and interest, not a broad postal route.

Less waste

Mail a defined audience subset instead of blanketing a whole carrier route.

Retargeting reach

Amplify a message to an audience you already reached and move them downstream.

Visit measurement

See in-store visits attributed to the drop, reported after the mail lands.

THREE WAYS TO BUILD THE AUDIENCE

Behavioral

AUDIENCES

Visitation behavior layered with demographics to build lifestyle and interest profiles.

Location

AUDIENCES

Households recently seen at a specific brand, or at a category such as big-box retail.

Competitor

AUDIENCES

Households recently seen at a competitor location, where purchase intent is already high.

HOW IT WORKS

Audiences are built from privacy-safe location data supplied by **our location data partner**, then matched to verified mailing addresses so you reach a specific subset of consumers instead of an entire neighborhood. **No CRM list needed** — we build, mail and measure the audience for you.

Reach the right doors.

Tell us the market and the audience — we'll build the mail list from real-world behavior.

Start a conversation

844-799-LINK (5465)
linkup@locallink360.com
locallink360.com

DIRECT MAIL

Creative guidelines

Design specifications for a direct mail postcard placed through LocalLink 360.

Document size (includes bleed): 8.75″ × 6.5″

The excess image area past the trim on all four sides, so artwork runs off the edge cleanly.

Live area: 8.25″ × 5.75″

Anything that must not be cut off belongs inside the live area. Side margins .25″, top and bottom margins .4″ — keep all live matter inside them.

Trim: 8.5″ × 6.0″

The finished size your piece cuts to.

FRONT

BACK

Bleed — Trim — Live area

FILE SETTINGS

- All images and artwork CMYK at 300 DPI.
- File format PDF/X-1a.
- No crop marks or trim lines.
- Leave the mailing address panel and indicia area on the back completely clear.
- Submit as a single two-page PDF — front on page one, back on page two.

NEED HELP BUILDING CREATIVE?

InDesign template

Ask us for the preset file with bleed, trim and live area already set.

Trackable QR code

Measure scans by location and date, and lift engagement after the drop.

Full creative build

We can build the postcard for you — creative is included in the rate.

CREATIVE SUPPORT

Reach out to your representative or email **linkup@locallink360.com** for the template, a QR code add-on, or a full creative build.

Need the template?

We'll send the preset InDesign file and review your artwork before it goes to print.

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DIRECT MAIL

Trackable QR codes

Tie the printed piece to the online experience, measure what the drop actually did — and give the design a sharper, more current look while you are at it.

What a scan can do

- Connect scanners to a loyalty program in one step, with no typing.
- Deliver coupons and other incentive offers straight to the phone.
- Surface hours, events and the nearest location automatically.
- Route the customer to booking, curbside pickup, returns or warranty service.

SAMPLE REPORTING VIEW

Illustrative figures shown for format only; reporting reflects actual campaign scans.

ADVANCED ANALYTICS

- Number of scans
- Scans by time of day
- Scans per unique consumer
- Scans by day of week
- Scans by destination URL
- Weekly re-engagement
- Scans by device type
- Scan increases / decreases
- Top scanning cities / states

OFFLINE MEETS ONLINE

Scan data joins visit measurement in one campaign report, so a mailed postcard is held to the same standard as your digital media — **scans, visits and re-engagement, in one place.**

Make the mail measurable.

Add a trackable QR code to your next drop and see exactly what it moved.

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