

Multichannel Marketing Campaign Success Is Found In

The ((Digital)) Details

Digital display advertising leverages consumer data insight on interests, browsing behaviors and purchases to predict intent and pinpoint individuals most likely to respond.

Extend the reach of your brand

Digital display delivers high-impact marketing



Brand awareness increases by **12%**²

Suffering from banner blindness?

1,700 banner ads per month bombard the average consumer ... only **1/2** are ever seen³

Pop up in the right crowd

Ad placement and audience targeting are the top optimization tactics used by advertisers today⁴, yet ...

Only 24% of marketers target with behavioral data⁵



Digital delivers when included as part of a multichannel marketing campaign. Learn the roles Contact Center and Direct Mail play in a multichannel customer experience:

Call **1.800.351.3843**

Email contactHC@harlandclarke.com

Visit harlandclarke.com/DigitalCX



DigitalCX™



ContactCenterCX™



DirectMailCX™

Start Clicking

with more consumers in more places

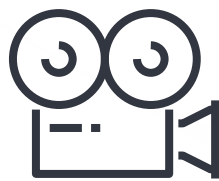
The average user spends more than **6 hours** each day online¹

Storyboard Your Brand

Well-crafted, compelling video content is a powerful online advertising tool.

84% of people say they bought a product or service after watching a video⁶

Videos are shared **1,200%** more than text and links combined⁷



HARLAND CLARKE®

A VERICAST BUSINESS

¹ Salim, Saima, "More Than Six Hours of Our Day Is Spent Online," Digital Information World, February 4, 2019
² (IAB UK)

³ <https://www.adweek.com/digital/76-marketing-execs-say-they-dont-target-behavioral-data-156408/>

⁴ <https://www.hubspot.com/marketing-statistics>

⁵ <https://www.adweek.com/digital/76-marketing-execs-say-they-dont-target-behavioral-data-156408/>
⁶ <https://www.hubspot.com/marketing-statistics>

⁷ Forbes