

Why idoordrop?



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Doordrop media is highly targeted, can be applied nationally, regionally or locally and adds value to integrated campaigns.



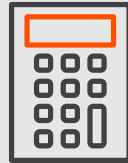
Highly targeted



National reach



GDPR compliant



Cost-effective



Integrated



Fuels acquisition



Brand engagement



Drives online



Creative freedom

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Highly targeted

We combine multiple data sources and geo-demographic insights to develop consumer profiles, so you can be confident of a receptive audience every time.



National reach

Our UK media base encompasses 29 million households, making intelligent doordrop one of the most effective broadcast channels at your disposal.

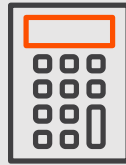


GDPR compliant

Doordrops are a completely GDPR compliant customer acquisition channel targeting at postcode sector level and uses no personal data.

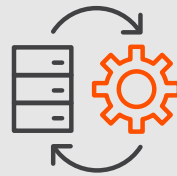
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Cost-effective

Targeting makes intelligent doordrop a cost-effective media choice by reducing wastage while yielding high recall and brand familiarity.



Integrated

A persuasive, informative or innovative doordrop can be an asset to any multi-media campaign. Use intelligent doordrop as part of the media mix to create valuable synergies.



Fuels acquisition

Intelligent doordrop is proven to drive acquisition by enabling advertisers to reach the right people with the right offer at the right time.

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Deepens brand engagement

Intelligent doordrop provides ample opportunities to encourage trial and retention through the inclusion of samples, recipes, trackable coupons or other relevant offers.



Drives online

With over 60% of PC, tablet and smart phone use taking place in the home, intelligent doordrop entices prospects to conclude the transaction online.



Creative freedom

By marrying impactful formats to compelling creatives – whether bespoke die-cut, premium stock or stand-out design – you can dramatically improve brand engagement.

Thank you

