

IP Targeting

Matching Physical Address to IP Address

Many non-profits, including advancement offices, find their use of direct mail to current and prospective donors to be a highly effective way to drive engagement and ask for support. To make your direct mail even more effective, JHL now offers the ability to add IP targeting to your solicitation and stewardship efforts. Quite simply, if you have an address list, we can deliver a digital ad message to those specific addresses.

How it Works

To use this new service, you would provide the list of physical addresses, including name, street, city, state and zip codes for your mailing. Your list can be a pre-existing customer list, or a purchased list of prospects you wish to reach.

We'll run your mailing list through our IP address matching process to find the corresponding IP addresses (which are essentially the "mailboxes" for computers and devices) for as many people on your list as possible.

With our IP targeting service when a constituent that receives your direct mail piece goes online, your digital ads are directed to their IP address and delivered on the sites they choose to visit. The same ads normally used for display campaigns can be used for IP Targeting.

| First Name | Last Name | Street Address | City | State | Zip Code | IP Address |
|------------|-----------|----------------|------------|-------|----------|-----------------|
| William | Smith | 123 Maple St | Appleton | WI | 12468 | 184.231.146.150 |
| Jane | Jones | 456 Third St | Pittsburgh | PA | 13579 | 153.299.541.685 |

Key Benefits for Non-Profits

- Reach your online target 100% of the time. No wasted impressions.
- Notify donors and friends of upcoming campaigns days or weeks in advance.
- IP addresses are stored on an ad server. No cookies are involved & cookie deletion does not affect the program.
- IP targeting can lift the response rate for your solicitation and stewardship efforts by increasing the number of impressions your current and prospective donors receive.
- The initial IP address match is a **free** service. You will only be charged for the digital ad options you select after receiving your proposal.

Program Details

- Ads related to your mailing will be directed to the websites and social media pages your constituents visit.
- Web-based ads can be linked to a specific URL, such as your giving page.
- If you provide a video it will appear through streaming services on phones, tablets and televisions.
- Matching success rate from physical addresses to IP addresses is based on individual mailing list. We'll let you know how many IP address matches we have during the proposal stage to determine if IP targeting is a good option for you.