PATH 2 RESPONSE®

DATA OPTIMIZATION — TURN INCOMPLETE DATA INTO RESPONSE

Turn Intent Signals and Lead Data Into High-Value Customers

Data solutions that support your programmatic and direct mail retargeting programs.

Intent fades fast. Every Data Optimization solution scores your traffic and leads against real transaction behavior, updated daily and turned within 24 hours, so your direct mail provider reaches them while they're still deciding.

2x–7x lifts in response rates from the same scoring in direct mail retargeting programs



Get Do Data Different Results

PRODUCT SHEETS

THE DATA OPTIMIZATION SOLUTIONS

Optimize anonymous web traffic

Separate bots from real visitors, identify the people behind the visits and rank them against real transaction behavior.

Enrich and score lead files

Add name and postal address to info requests, retail sign-ups and outside lists, then rank every record into performance tiers.

Reverse postal append

Add a verified postal address to email-only and web-only records so they can enter your direct mail program.

Reactivate lapsed buyers

Flag past customers when they return to your site, however long ago they last bought, and score them for reactivation.

Every solution: data turned within 24 hours and sent as a scored, tiered file to your preferred direct mail or ad provider, so mail can land in 3–5 days.

Balance circulation
Add fresh, high-intent site visitors after your mail file closes.

Cross-channel activation
Move frequent email engagers into direct mail acquisition.

Brands and nonprofits
The same scoring works for customer or donor acquisition.

See what your traffic and lead files are really worth.
Talk with your account manager, or contact sales@path2response.com

Get Started