

# Infomatch

## Engage customers through Facebook and Google and increase your ROI on any marketing campaign.

By leveraging our quality data, advanced technology and digital expertise, InfoMatch gives marketers the ability to target customers on their direct mail lists with Facebook and Google ads.

### How it Works:

Infogroup will work closely with you to optimize your direct mail list for mobile audiences and seamlessly integrate Facebook and Google into your omnichannel strategy for maximized audience engagement.

### You:

- Upload your direct mail list

### Infogroup:

- Enhances your customer list with industry leading data to ensure the highest possible match rate.
- Matches your records to Google's and Facebook's profiles
- Works with Facebook and Google to deliver your precisely targeted messaging

### Facebook:

- Facebook Custom Ads are a pivotal part of a successful multichannel strategy
- Facebook connects with people when, and where, they are most easily engaged

Your ad will reach the customers on your list directly in their News Feeds where they will click through to your website and interact with your brand right away, or visit your local retail location.

### Google:

- Be seen by customers at the very moment that they're searching on Google for the types of products or services you offer
- Choose how you want to reach your customers

Your ad will appear in search results on google.com or other websites through the Display Network. With text-based search ads, graphic display ads, YouTube video ads, or in-app mobile ads, you have plenty of ways to reach your target customer.

