

Beyond the cookie: Targeting individual households online



Direct mail marketing has historically been one of the only means of advertising with quantifiable results and proven returns on investment. Even Internet advertising has not been able to match the proven success direct marketing is able to provide...until now. [Enter DPS.](#)



Incorporating new targeting algorithms



DPS has [taken the direct marketing model and moved it online](#) by referencing a customer's physical address and converting it to an IP Address. We do this by using a proprietary data set and a system of highly complex algorithms.

Driving offline data online



This unique geo-location technology produces a highly accurate customer profile which allows our clients to place advertisements directly on an individual computer by utilizing ONLY that individual's home/business address. [Discretely connecting IP addresses with collections of census geographies and other data points](#), we surgically target your audience on a granular level never before seen.

Delivering a direct path to a target



How granular does DPS get? We can [show online advertisements to a single, solitary household based on the physical mailing address](#). Not only that, our clients can target individual neighborhoods, block levels, census tract groups, or blanket regions even as wide as an entire zip code.

Reaching your base, privacy safe



Our goal is to allow advertisers to reach their intended online customer base for [pennies on the dollar with surgical accuracy](#) – all without the use of cookies – and at the exact time of their choosing. This is done in a privacy-sensitive manner, by assigning a unique privacy ID to each target to prevent individual computers from being personally identified.

Improving marketing campaign performance measurements



What outcomes can you expect? Advertisers can access our reporting system at any time where they have current stats with respect to [exposure, clicks and conversions](#) to monitor the success of their campaign.