
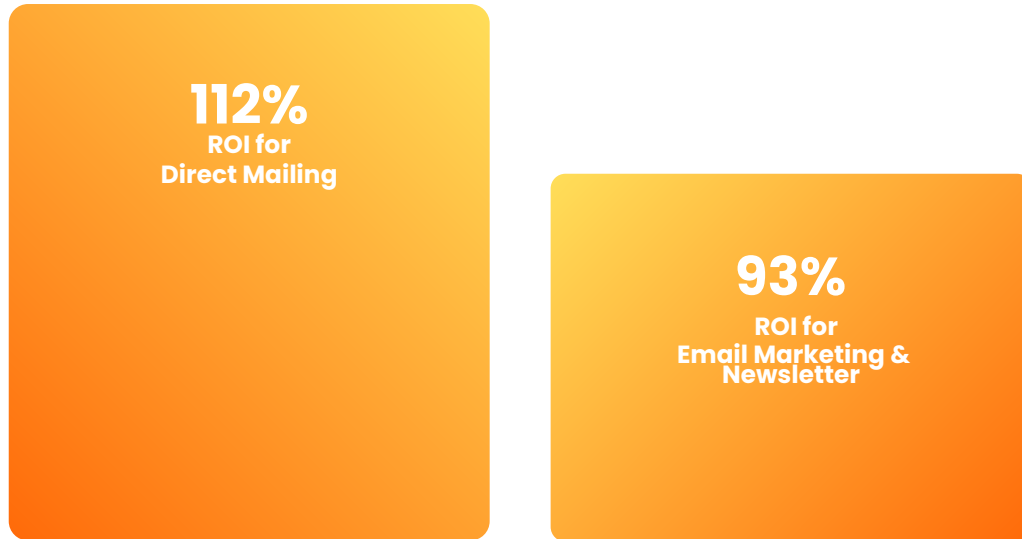


# ADS Data Direct

Best for starting your long-term marketing success

# Direct mailing has the highest ROI in B2B advertising with an average of 112%

We want you to get the most out of it with Interactive Paper. 



# Here's why:



## **Build a great Interactive Paper campaign every quarter.**

Companies who consistently launch new campaigns usually double their performance each year.



## **Access to our unreleased and secrete interactive solutions.**

Be the first to get a sneak-peek into our new features and use our brand-new solutions right out of the Interactive Lab.



## **Dive into the data and learn from our campaign experts.**

Get access to all the data generated with your Interactive Paper campaigns. And get a dedicated expert to help you improve your campaigns.

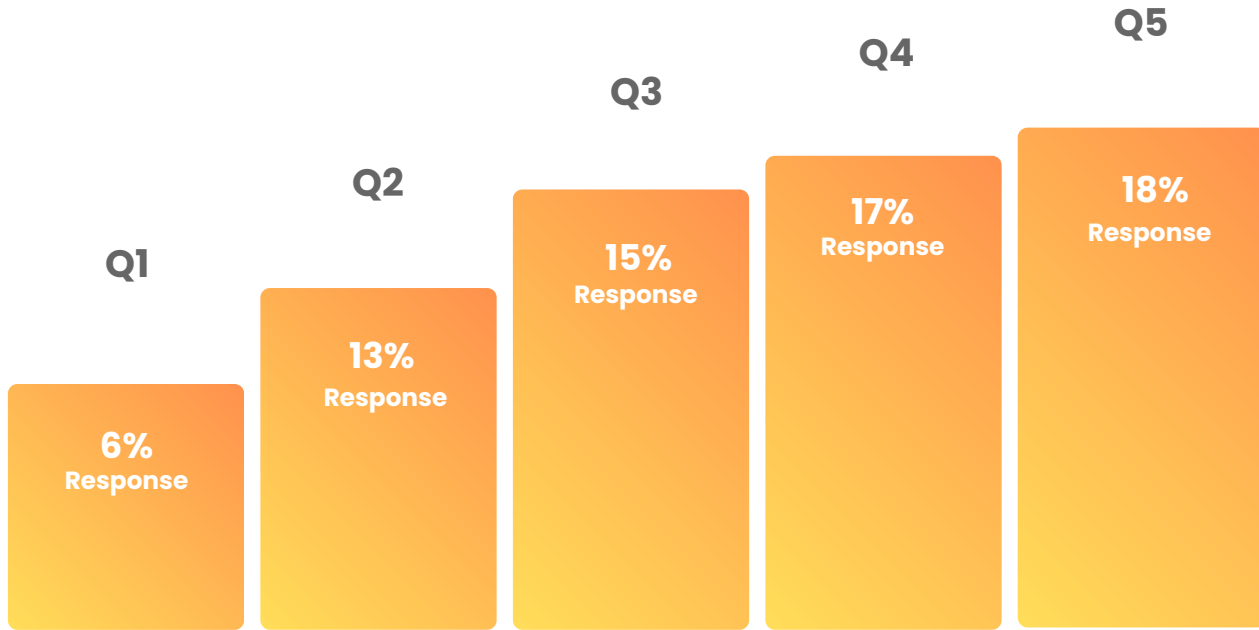


## **Secure a production spot.**

Secure a quarterly production spot with a guaranteed 4 weeks of delivery time without any risks.

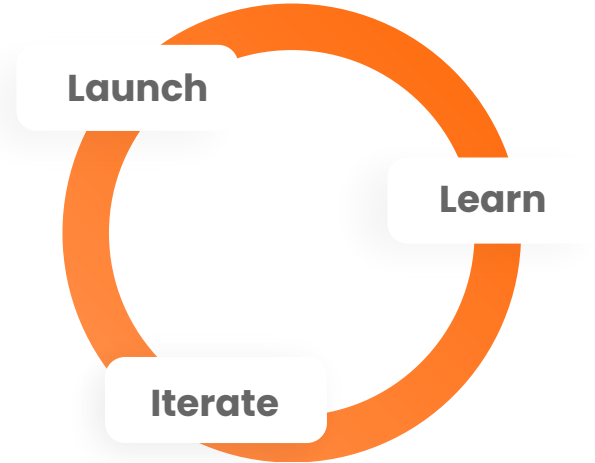
# Consistency pays off.

Having a consistent strategy for using interactive advertising methods, your customers will learn to associate something positive with you. Eventually, your ROI increases, maximizing in average within 1,5 year.



# Learn, iterate and launch.

Use the “Learn, iterate and launch” cycle, to generate constant advertising performance and increase it with every new campaign.





## How the team at 3M created a winning marketing strategy.

See how 3M transformed the sales and marketing strategy with **ADS Data Direct** to drive marketing success, increase customer loyalty and build a strong image around their brand.

Interactive Paper is used to explain the products of 3M, from varnishing spray guns to abrasives.

**Customer:** 3M EMEA

**Campaign size:** 84,100 pcs / Y

**Reach:** about 17,000 customers / Y



# Q1

6,000 pcs.

The team launched a pilot campaign to test the effectiveness of Interactive Paper, promoting their product "Performance Spray Gun". The first results from the data were good, but with clear room for improvement.



11%

reached audience

# Q2

37,000 pcs.

They learned from the data and developed the next campaign. After the first campaign, the team expanded the reach of the Interactive Papers to the whole European market. Reworking the design and the concept paid off: this increased the output by over 45%



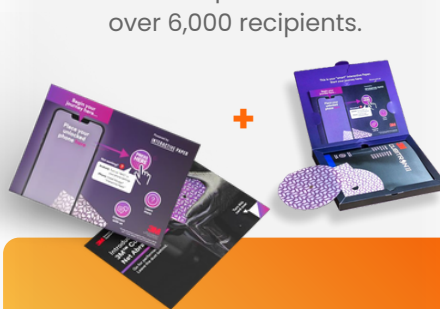
16%

reached audience

# Q3

9,100 pcs.

The team created the first international pilot campaign for a new product: an abrasive material. They attached a product sample inside a premium box to the Interactive Paper and sent it to over 6,000 recipients.



21%

reached audience

# Q4

32,000 pcs.

The team expanded the campaign to reach maximum output. With tweaks on the design, the team could highly improve the performance of the campaign.



27%

reached audience

+ 45% reach

+ 31% reach

+ 29% reach



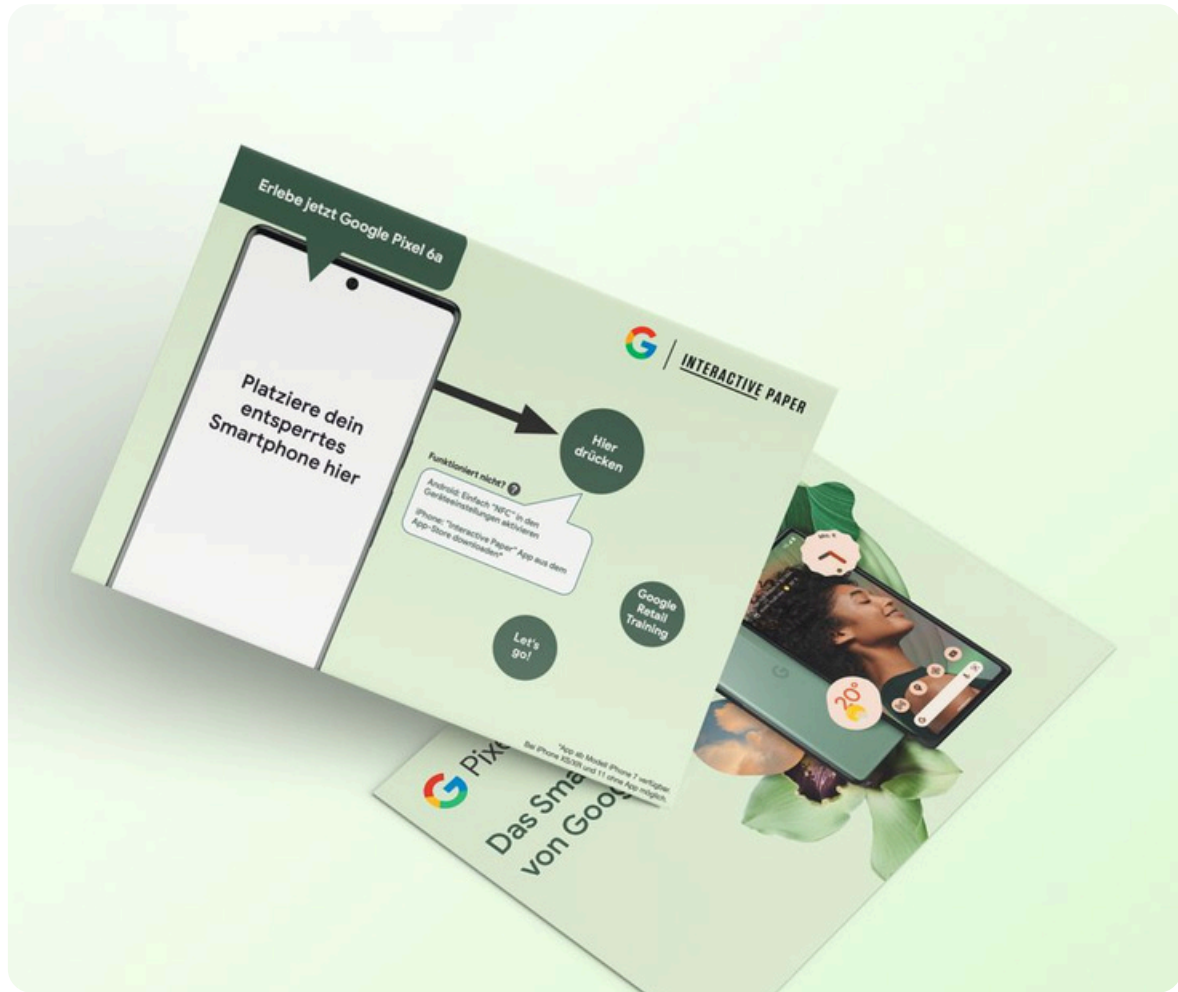
**How the team at Google is using Interactive Paper to create hype around their products.**

This is how Google is using **ADS Data Direct** to target high-value customers, bring attention to their newly released phones, and gain massive marketing success.

**Customer:** Google

**Campaign size:** 21,000 pcs / Y

**Reach:** about 2,280 customers / Y



# Q1

3.000 pcs.



The team at Google started using Interactive Paper after the launch of Google Pixel 6 and Google Pixel 6 Pro in October 2021. The pilot campaign aimed to reach high-value business customers.

# Q2

5.000 pcs.



After the first campaign, Google decided to also promote their product, Google Pixel 6 Pro, to their high-value customers. They used the learnings from the first campaign to improve.

# Q3

7.000 pcs.



The team decided to switch up the format from A5 to A4, to get even more attention from the customers. 7,000 pcs. got sent out to potential high-value customers to promote the Pixel 7 after the launch.

# Q4

6.000 pcs.



Using every piece of information gathered from the first three campaigns, Google decided to promote the Google Pixel 7 Pro with 6,000 pcs. of Interactive Paper after the official launch.



## Google Pixel 6 Campaign

7% reach

4.2 min / user



## Google Pixel 6 Pro Campaign

9% reach

5.1 min / user



## Google Pixel 7 Campaign

12% reach

3.7 min / user



## Google Pixel 7 Pro Campaign

13% reach

4.4 min / user





## How the team at Pfizer is revolutionizing Healthcare Marketing.

How Pfizer is winning in healthcare advertising towards doctors by engaging with them quarterly by new studies, gamified content and exciting communication.

**Customer:** Pfizer

**Campaign size:** 10,000 pcs / Y

**Reach:** about 1,200 customers / Y



## Q1

### 500 Pcs. Pilot Campaign

The team at Pfizer launched a small pilot campaign to test the effectiveness of Interactive Paper. They were sceptical at the beginning, but saw the opportunity.



6%  
Doctors  
reached

## Q2

### 4,000 Pcs. Campaign

Promoting a pill for women, Pfizer could advertise to their most important target audience of gynecologists.



9%  
Doctors  
reached

## Q3

### 500 Pcs. Pilot Campaign

For their next product, Caverject, Pfizer saw an opportunity to promote the product to doctors with the same strategy as with the previous campaigns. They started with a pilot campaign.



12%  
Doctors  
reached

## Q4

### 5,000 Pcs. Campaign

A new campaign was rolled out in Switzerland and Austria after a successful pilot campaign in the previous quarter.



15%  
Doctors  
reached

# The Interactive Paper Funnel

**Every campaign has its funnel.**

With Interactive Paper, on average, you get the following results.

**91%**

of the recipients see the Interactive Paper and **receive the brand message.**

In comparison, only 23% open direct digital mailings.

**12%**

of recipients **use the Interactive Paper** and engage with it on an average for 3.5 minutes.

**7%**

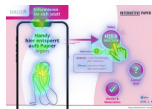
of recipients **perform the intended Call-To-Action.**

## How to maximize your performance

Use these tools to increase your Interactive Paper campaign's performance.

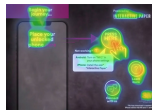
### Think of the perfect hook

Create a hook that your customers love. Give them a discount, a gift, or just provide them with the value they want.



### Pay attention to the design

Our team will help you creating an attention-grabbing design by using AI analysis.



### Use our product variations

Use our premium options, like the folder card or the premium box to maximize performance.



# Performance Overview

In this overview, you will learn how Interactive Paper performs and about when it is useful and when not.

## Response rate

On average, Interactive Paper has a 3x higher response than alternatives like standard flyers.

**3x higher response**

## Attention time

On average, Interactive Paper gets 40x more attention time through interactive content.

**40x more attention**

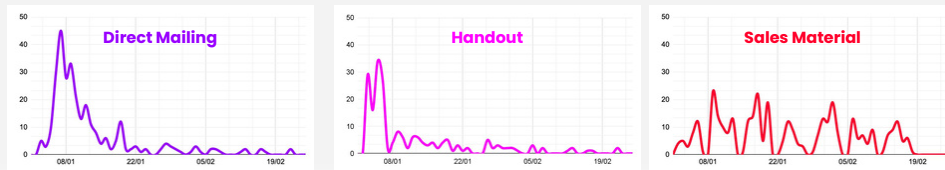
## Conversion rate

Interactive Paper gets 4x more conversion by creating an unforgettable experience.

**4x more conversion**

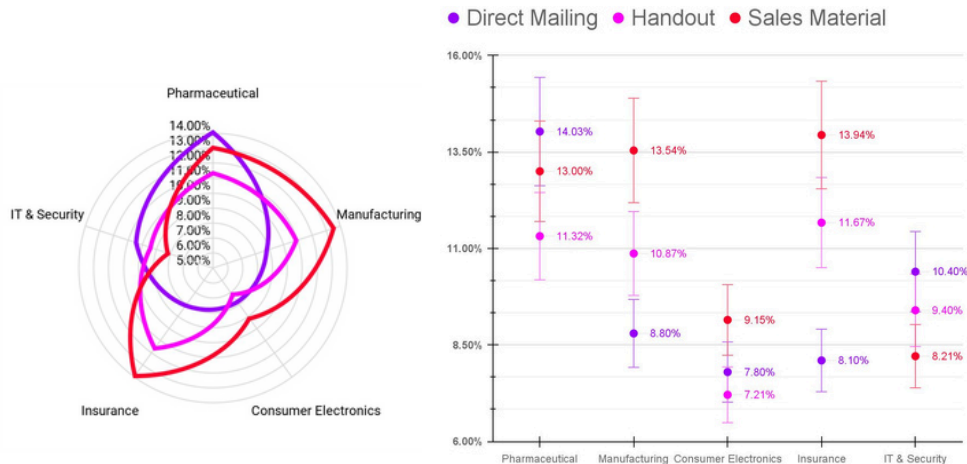
## Runtime of a campaign

The runtime depends on many factors. But on an average, a campaign runs for about two months. Usually, 50% of the traction comes in the first three weeks.



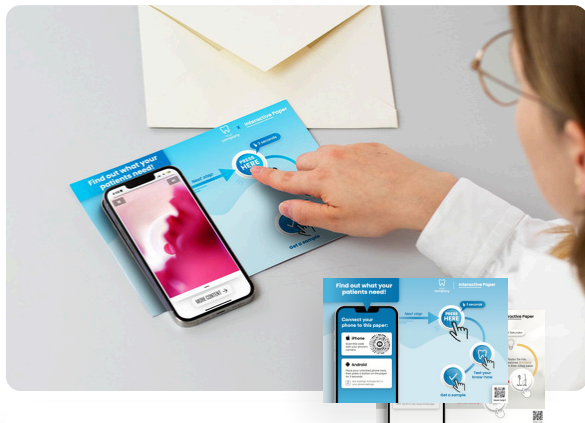
## Response rate per sector and use case

This can help to understand what is most effective for your campaign.



**Everything you need to transform  
your marketing strategy.**

## Interactive Paper



### **Direct Mailing**

Send it to your audience and get results and instant performance data.

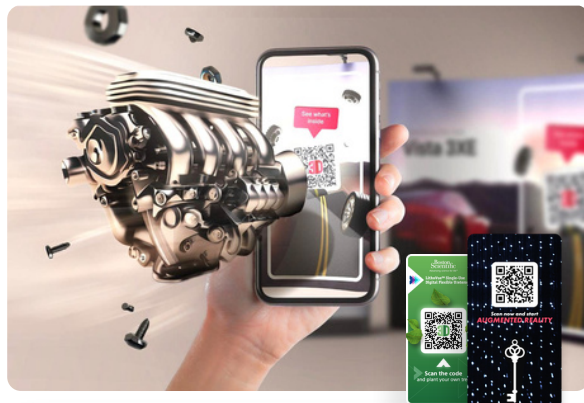
### **Sales Material**

Use Interactive Paper in your sales pitch to fascinate potential buyers.

### **Handout**

Hand out the Interactive Paper Tap to educate your audience.

## Interactive Paper



### **Fairs, Congresses, and Events**

Trade fair visitors won't ever forget you. Make your booth interactive – flyers and wall.

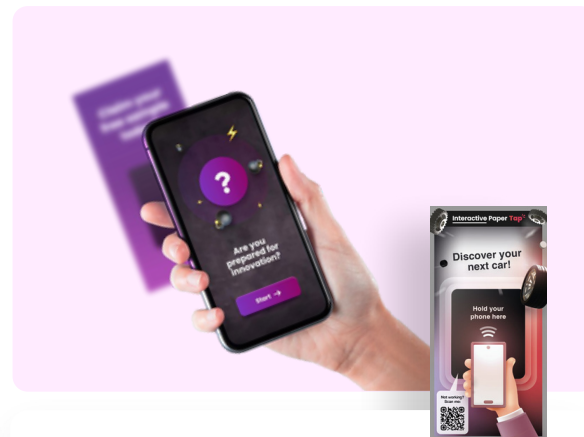
### **Packaging, Brochures & Prints Ads**

Improve interactions everywhere. Print the 3D code on anything you want.

### **Your product in 3D**

Show your product in 3D to boost your sales or educate audiences.

## Interactive Paper



### **Direct Mailing**

Engage your audience with a magical Call-To-Action.

### **Giveaways**

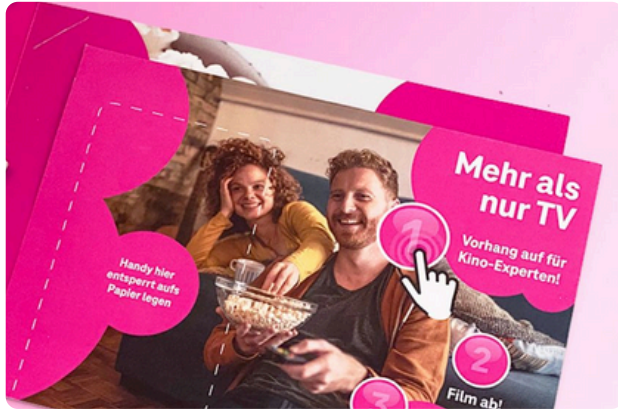
Hand out the Interactive Paper Tap to convey your message.

### **Packaging, Brochures & Prints Ads**

Improve interactions everywhere by integrating Interactive Paper Tap.

# Maximize performance with our product variations

Folder Card



Premium Box



Store Display

