Grow your business with targeted digital direct mail solutions

Turn to The Seattle Times for digital direct mail solutions that will enable you to target prospective customers at a fraction of the cost of direct mail.

We'll work with you to hone and tailor your message which can be targeted to over 200 geographic, demographic and lifestyle factors. All of the consumers receiving your email will have opted-in to receive advertising messages — so they will be receptive to your message.

Here’s how it works:

1. Consumers receive your email in their inbox with your company’s name in the “from” and “subject” lines.

2. When consumers open the email, they see your advertisement — just like direct mail or the newspaper.

3. When consumers click on your email, they’re directed to your website — just like a Google click.

4. Your account executive will help you to craft a message that will deliver results.

DETAILS

• Customizable creative
• Detailed tracking services
• Target specific regions, revenue, size of corporation, etc.
• Can be used for B2C or B2B marketing
• Expert support ensures highest deliverability possible
• Follow up emails and address lists available upon request