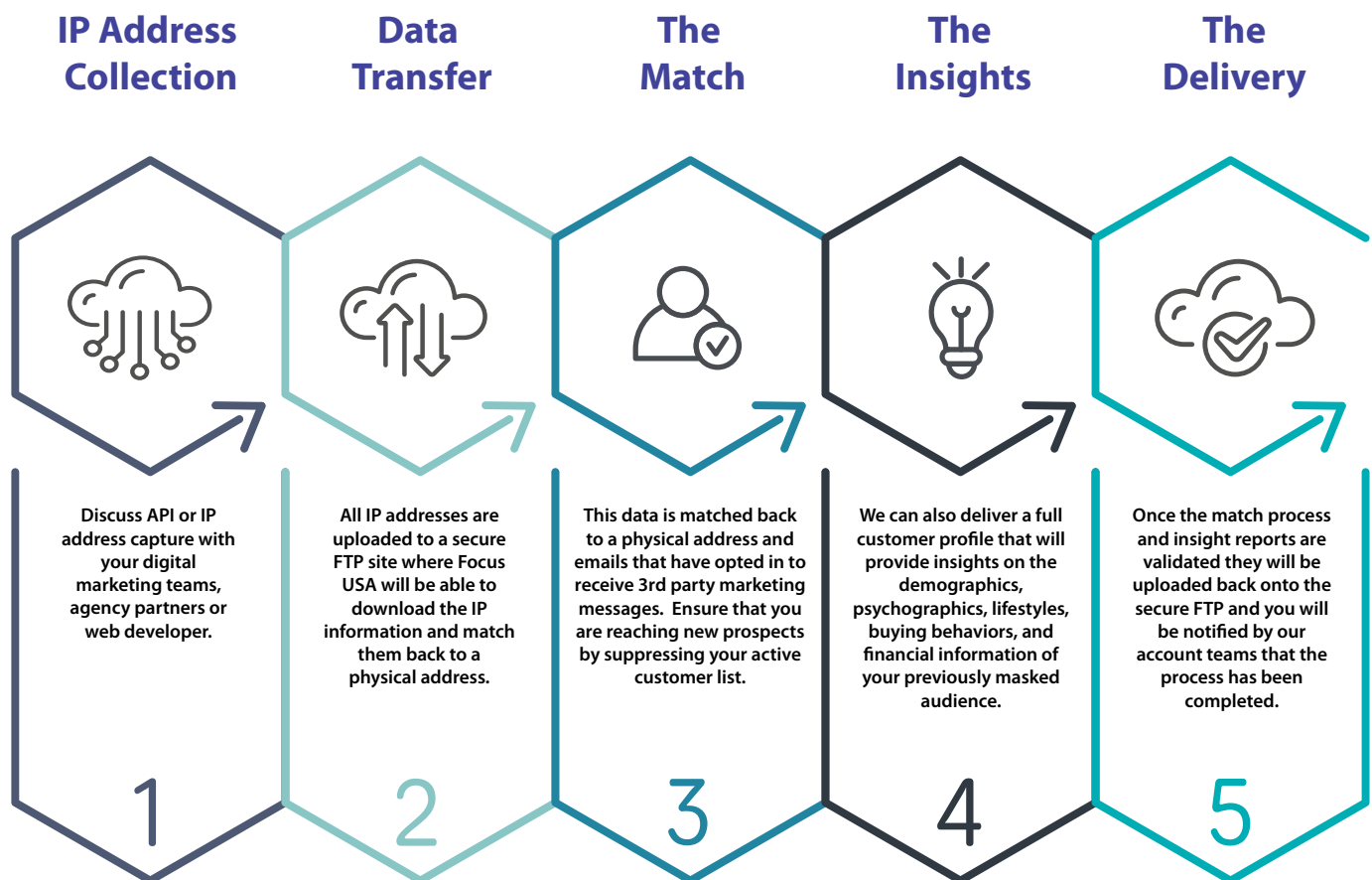


# FocusOn Reverse IP Targeting

## Digital Marketing Solutions

Reach your anonymous website visitors with a personalized direct mail piece by leveraging Focus USA's Reverse IP Targeting Solution. With access to over **250 Million IP addresses** with continuous activity, we can match the prospects that are engaging with your brand back to a physical address. Open up insights to these audiences and reach them directly with in-home marketing solutions and watch your response rates grow.

### How it Works



### Things to consider:

- Automation and API integrations are available for monthly/weekly campaigns
- Any and all customizations should be discussed and agreed to at the beginning of each campaign
- Timelines range from same day (with automation) to 48 hour turnaround times
- Returned files will not have matching IP's attached.

