Do You Let People Touch, Taste And Feel Your Ads?

#tangibleads





Have You Considered Placing Your Ads or Samples Within eCommerce Boxes?

Online Shopping Is Growing 57% YoY* and 7.6m Aussie households are considered regular online shoppers *.



Grow Your Business With ParcelAds: A Tangible "Online" Marketing Channel



Tangible

Your samples or coupon cards will be placed into top and non-competing retailers, presenting your branded offer in a positive moment: when opening a parcel delivery.



Personal

Reach 100% Aussie Online
Shoppers, owning credit
cards, Paypal, etc with
disposable incomes within
the comfort of their
homes/offices, who just
bought online and are likely
to shop soon again.



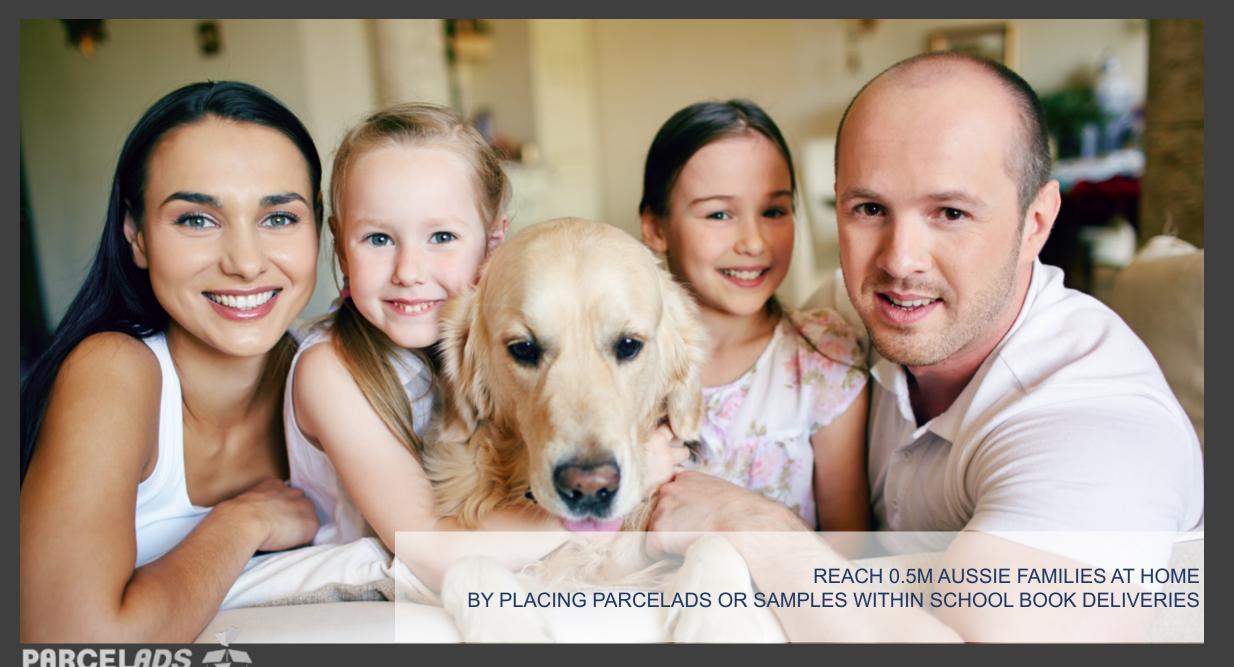


Analytical

We apply your online marketing analytics and AB testing strategies, e.g. feeding dedicated landingpages with Google Analytics installed, using QR or coupon codes and AB versions of your creatives to give you valuable data and insights.

Current Targeting Opportunities & Volumes

Sector / Category	Estimated Monthly Volume	
Books / Gifts	68,000	
Mums (Books, Stationery)	500,000 (Nov-Feb)	see next page
Marketplaces	65,000	
Pet Services & Pet Food	30,000	
Pharmaceutical	25,000	
Hair/Beauty	3,500	
Sports	3,500	
Toys	2,500	
Costumes	2,000	
Yarn/Knitting	1,000	
Herbs	1,000	



References: Advertisers











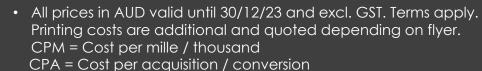


CPM or Hybrid / Success-Based Pricing

\$149 CPM* OR Between \$99 (+GST) + % CPA*

SERVICES INCLUDED:

Selection and management of partner distributors
Logistics / Distribution of your samples / collateral in AU
Quality Controlling
Progress Updates
Conversion Rate Optimisation
Joint Post-analysis e.g. of AB testing results







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