

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) |
| 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 |

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REACH 0.5M AUSSIE FAMILIES AT HOME
BY PLACING PARCELADS OR SAMPLES WITHIN SCHOOL BOOK DELIVERIES

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

- All prices in AUD valid until 30/12/23 and excl. GST. Terms apply.
Printing costs are additional and quoted depending on flyer.
CPM = Cost per mille / thousand
CPA = Cost per acquisition / conversion





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