



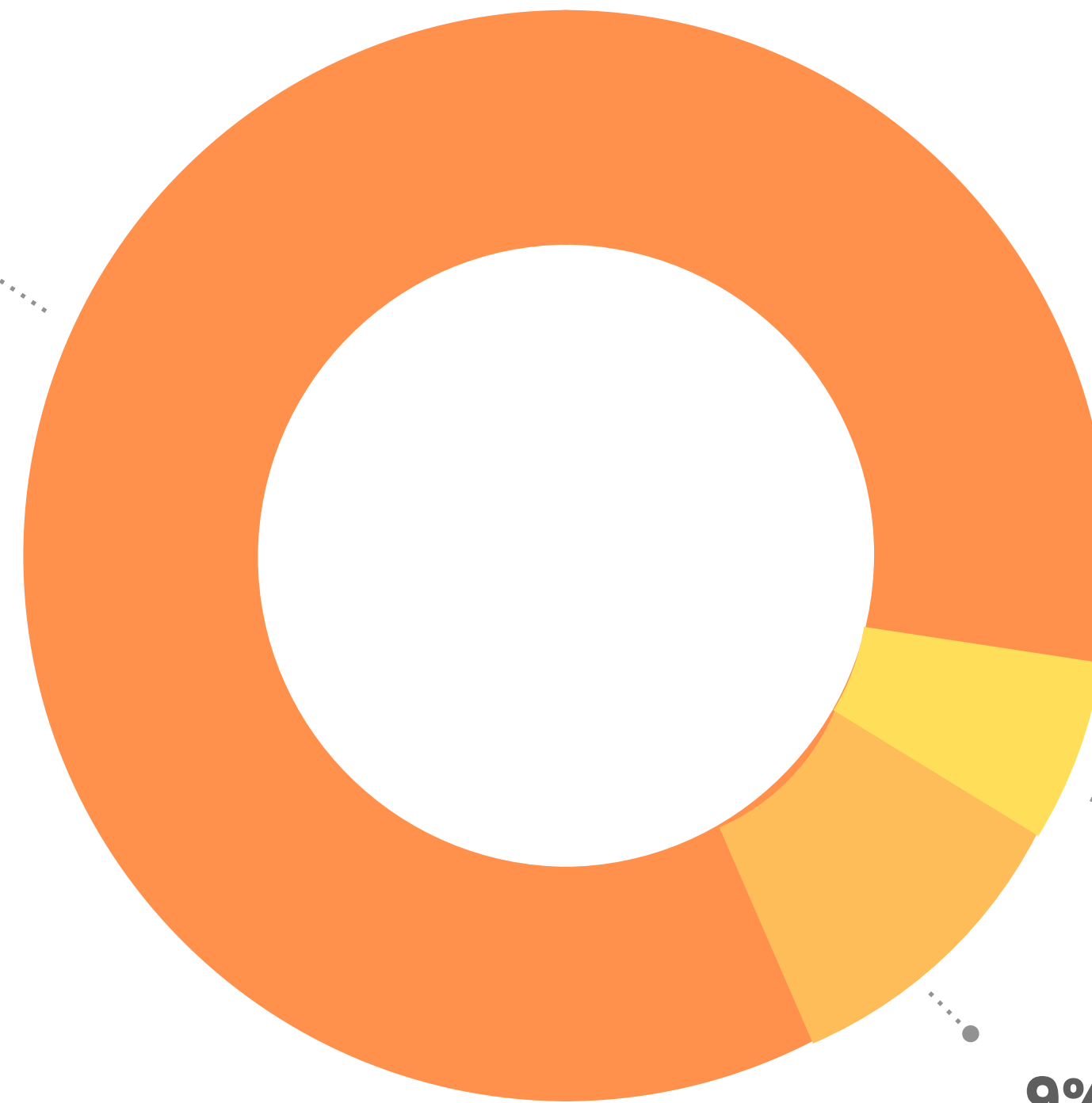
ADS Data Direct
INC.

CASE STUDIES



HOW MANY PEOPLE ARE ABLE TO USE THE INTERACTIVE PAPER

86% of users can use the Interactive Paper right away.



5% of users have trouble understanding the Interactive Paper.

9% of users have technical difficulties using the Interactive Paper.

WHAT IMPACTS THE CAMPAIGNS PERFORMANCE?

22%

Timing – The right timing is crucial for a successful campaign, such as weekends and holidays.

16%

Target Audience – The target audience should be the right fit for the product or service offered.

21%

Confection – How the Interactive Paper is presented can greatly impact its performance.

11%

Story – The story you tell your customers can have a significant effect on the campaign's performance.

6%

Design – The appearance and understandability of a campaign are important for its performance.

24%

Your brand – The types of users that associate with your brand can strongly affect usage rates.

PRODUCT PROMOTION MAILING

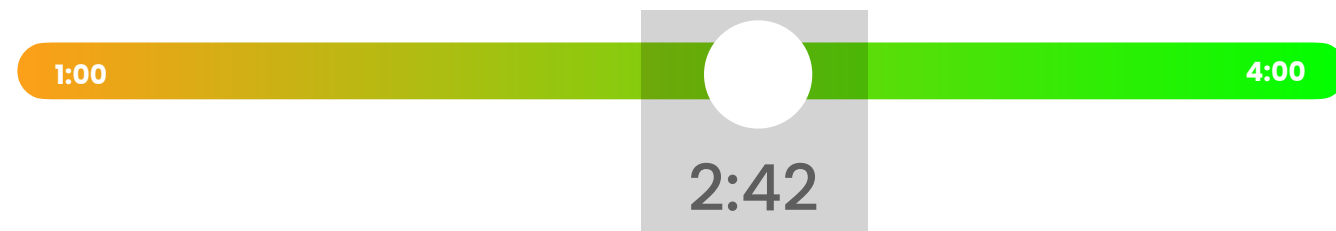


5.000 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME

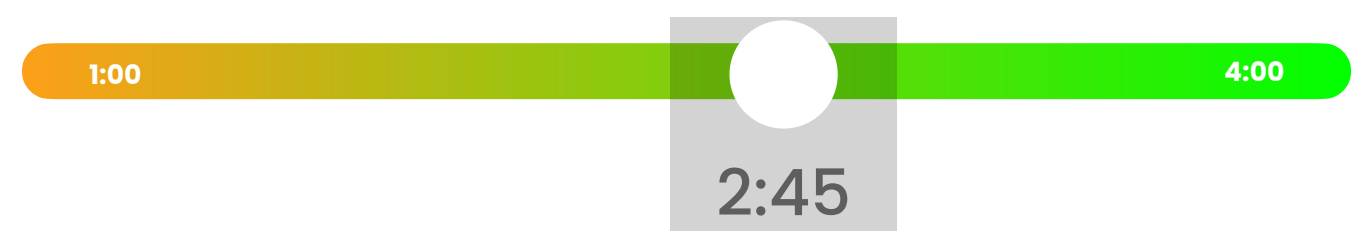


1.800 Pcs. | Handed out at the store

PERCENT USED

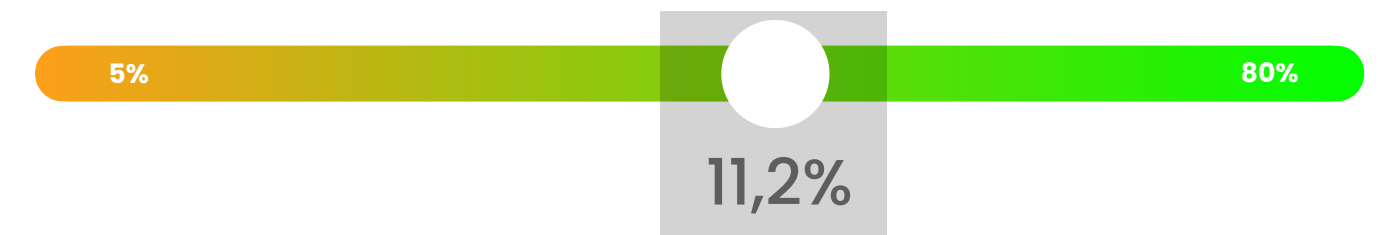


USAGE TIME

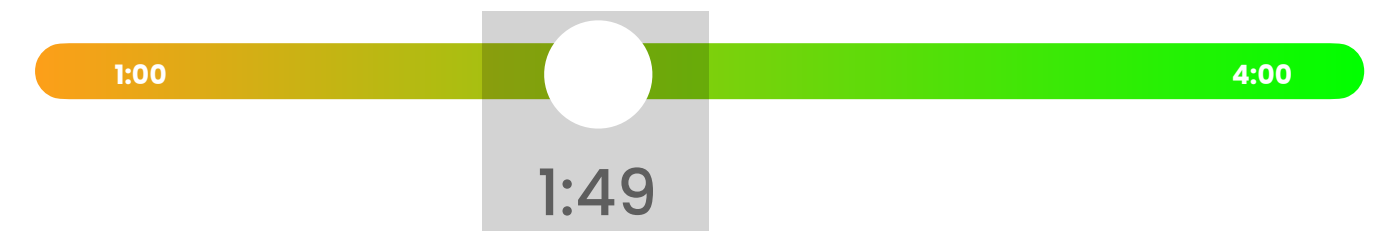


10.000 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME



HEALTH CARE MAILING



Medtronic

500 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME



3M

10.000 Pcs. | Sent to hospitals

PERCENT USED



USAGE TIME



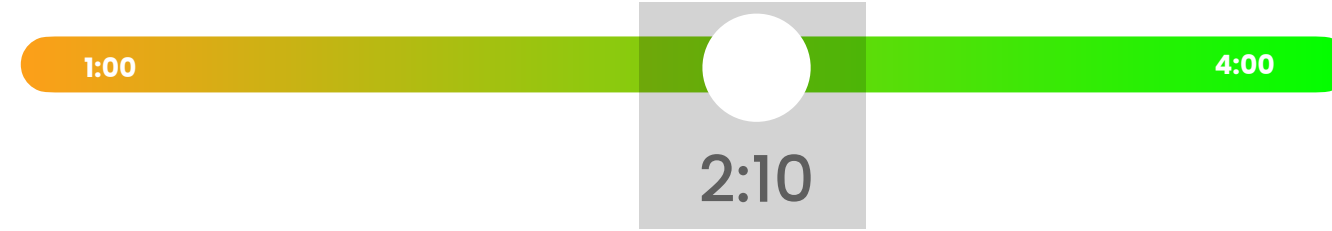
CooperVision®

10.000 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME

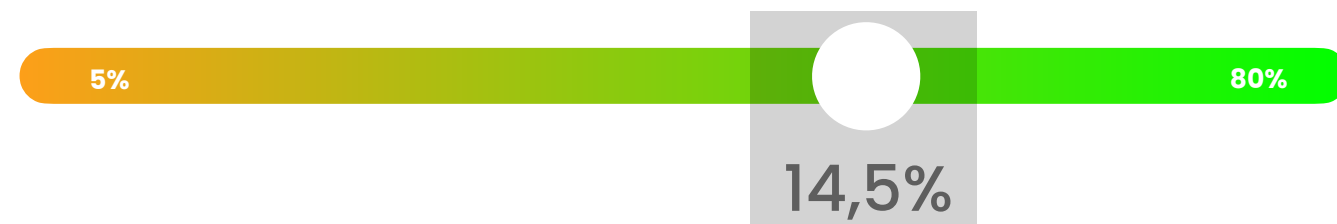


INVITATION CARD

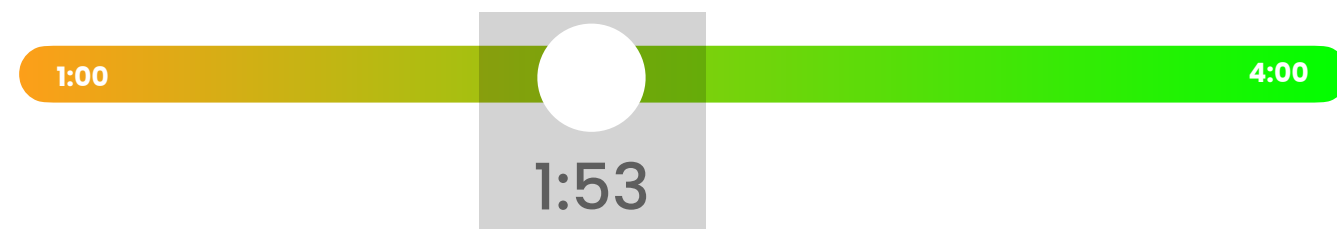


10.000 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME



500 Pcs. | Direct Mailing

PERCENT USED



USAGE TIME

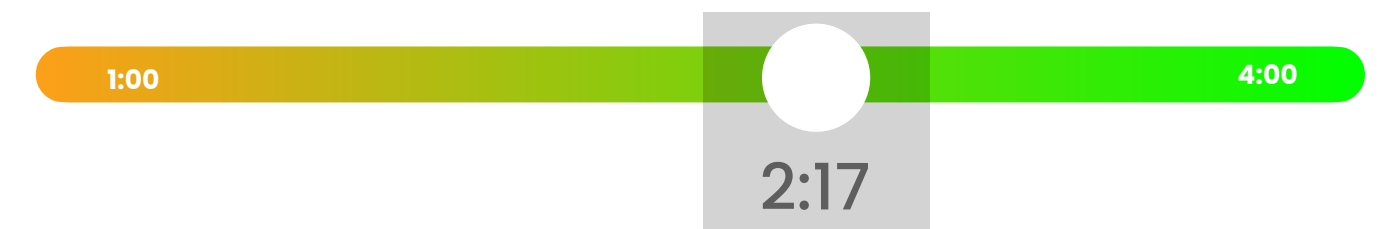


600 Pcs. | Direct Mailing

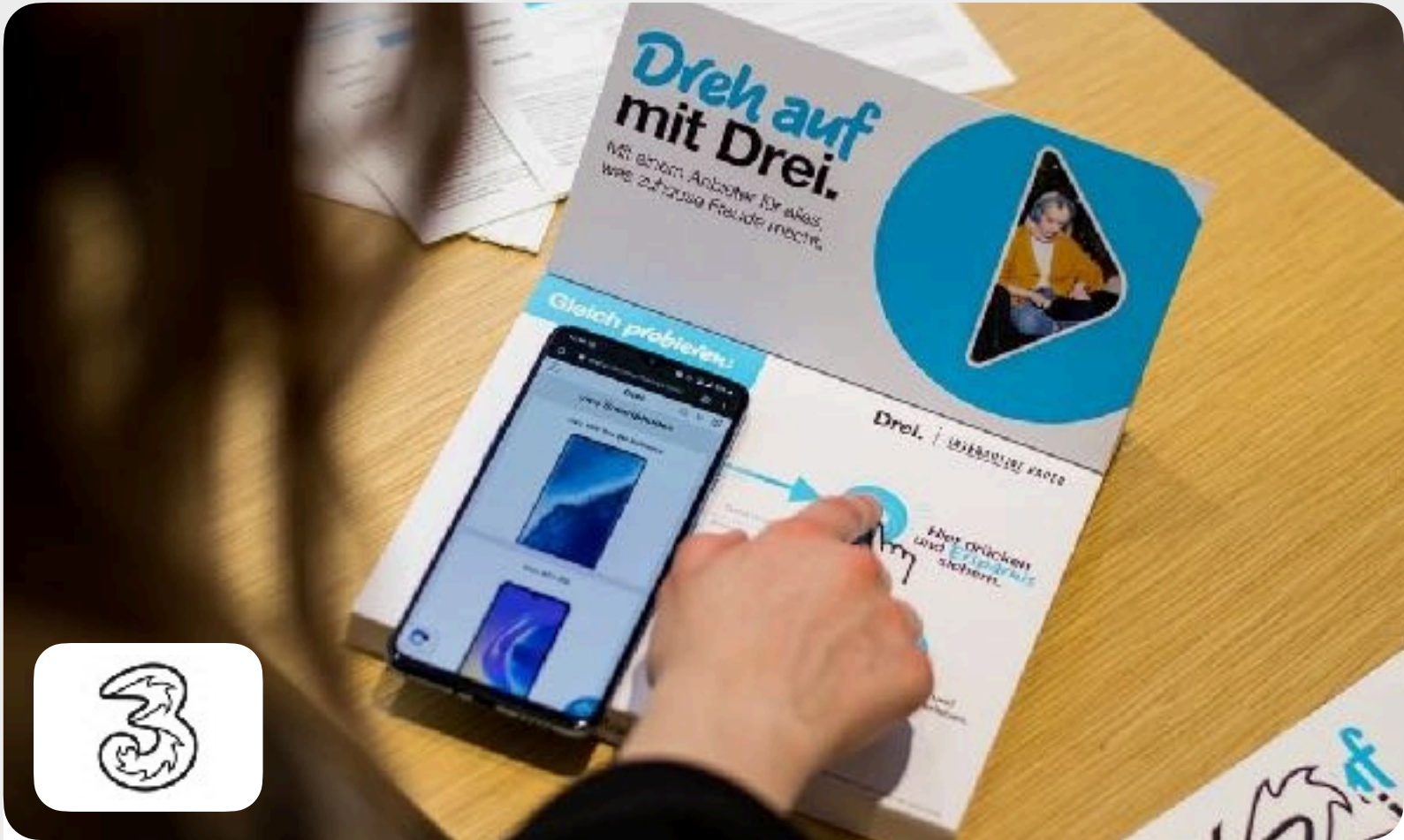
PERCENT USED



USAGE TIME



SALES BOARD

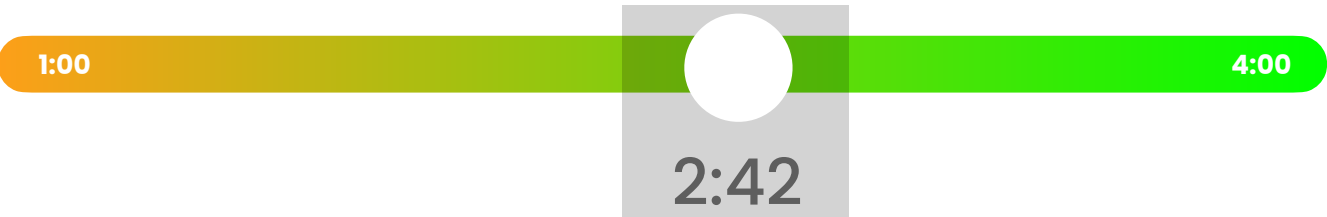


Set up inside their own Stores

PERCENT USED



USAGE TIME



Set up inside Media Market

PERCENT USED



USAGE TIME

