

# Mail

360

Seamless Tracking. *Better Results.*

## Campaign Results

**Industry:** Banking

**Campaign:** Products Post Card

**Target Audience:** Dayton Market

**QTY Mailed:** 2,101



**Mail Tracking:** *Helps you be prepared for new calls and online leads by knowing exactly when your mailing campaign is hitting mailboxes.*

- **Drop #1** QTY 2,101 / 99.07% delivered



**Lead Match:** *Allows you to capture who came to your website whether they were on your mail list or not.*

- Was not turned on for this campaign



**Informed Delivery:** *Your mailing piece is accompanied by a full color, clickable ad within the grayscale email preview sent by the USPS.*

- **Drop #1** 262 Emails Sent / Opened 104 times / Ads clicked 4
  - Opened Rate 39.6 % / Click through rate 3.85%

**Campaign Accelerator:** *We geographically target people in the same geographic location as the mailing list and overlay it with top key words and key phrases driving traffic to your website to ensure threshold is reached and to also drive relevant traffic to help you acquire more business/leads.*

- Total Ads Displayed 11,565 times / 21,000 people are on your follow-up list / 3 Total click throughs



**Online Follow-Up:** *Website visitors will see your ads throughout the Google Display Network directing them back to your website.*

- Total Ads Displayed 52,824 / 15 Total click throughs



**Our Take. Observation:** This campaign had an overall impression count of 66,752 (views by potential clients). That's a 31.8x increase in impressions over a traditional direct mail campaign not using **Mail360**. **18,899 people not on your mail list saw this campaign and were exposed to your message!!**



**Something to Think About.** Add **Social Match** and **On-line/Social Follow** to maximize your campaign results and increases the campaign ROI.

Mail <sup>360</sup>

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