

Mail 360

Seamless Tracking. *Better Results.*

Campaign Results

Client: Catalog Music Company

Campaign: Classroom Keyboard Catalog

Target Audience: Previous Customers

QTY Mailed: 15,596



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 15,596 / 81.58 % delivered (Due to USPS Flat Sequencing System limitations – scan accuracy is limited because of equipment distribution. Normal results average 70%)



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

- 15,871 total leads / 263 total matches
- 15,608 new leads (people not on mailing list)



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

- **Drop #1** 818 Emails Sent / Opened 612 times / Ads clicked 3 times
 - Opened Rate 74.8 % / Click through rate .5%
- Many records being schools – they are ineligible to sign up for Informed Deliver

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 400,397 times / 39,000 people are on follow-up list / 1,456 Total click throughs / .4% open rate



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

- Total Ads Displayed 87,568 / 40 Total click throughs



Social Media Follow-Up: Website visitors with Facebook & Instagram accounts will see your ads on their newsfeeds while scrolling through their accounts directing them back to your website.

- 1,000 website visitors identified on Social Media / 3,990 displays / 67 click throughs



SocialMatch: We match your mailing list records to their Facebook and Instagram user accounts. Your targeted market will not only receive the mailing but will be delivered the SAME message on their social feeds.

- 6,048 matches / 7,740 views / 133 click throughs



Our Take. Observation: This campaign had an overall impression count of 492,773 (views by potential clients). That's a 31.6x increase in impressions over a traditional direct mail campaign not using **Mail360**.

Mail ³⁶⁰

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