

# Mail <sup>360</sup>

Seamless Tracking. *Better Results.*

## Campaign Results

**Client:** Higher Education Fundraising

**Campaign:** Capital Appeal - Aviation Brochure Mailing

**Target Audience:** Aviation Graduates

**QTY Mailed:** 716



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

- Drop QTY 716 / 88.42% delivered 10% of mailing was international graduates - no tracking available



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

- 8,579 total leads / 2 total matches
- 6,218 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.*

- **Data not available for mailing campaigns with less than 2,000 records**



**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 25,721 times / 15,000 people are on follow-up list / 297 Total click throughs / 1.16% 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 64,913 / 265 total click throughs / .42% click through



**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.

- Facebook will not report a definitive number of followers until the number is greater than 1,000
- Less than 1,000 visitors / 2,438 ad displays / 5 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.

- 737 matches / 927 views / 32 click throughs / 3.5% click through rate



**Our Take. Observation:** This campaign had an overall impression count of 94,715 (views by potential donors). That's a 132.28x increase in impressions over a traditional direct mail campaign not using **Mail360**. Click through rates were 5x plus over the average open rates. Customer stated donor participation is up over previous year. This campaign was vary successful.

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