

Mail

360

Seamless Tracking. **Better Results.**

Campaign Results

Industry: Higher Education Fundraising

Campaign: EOY Mailing

Target Audience: Alumni (previous donors)

QTY Mailed: 1,143



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 1,143 / 97.81% delivered



Smart Targeting: *People matching the demographics of your mail list within the geographical area of your mailing will see your ads throughout the Google Display Network directing them to your website.*

- Ads Displayed 95,127 times / People on Follow-Up List 48 / 29 click throughs / Click through rate of .031%

The average click through rate across all industries for a targeted display ad is 0.35%. Your campaign click through rate results were below average.



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.*

- 1,200 Targeted on List / Ads Displayed 1,510 times / Ads Clicked 10 times
 - Male - QTY 488 / Displayed 600 / Clicked 3 times
 - Female - QTY 696 / Displayed 891 / Clicked 7 times
 - Unknown - Qty 16 / Displayed 19 / Clicked 0 times
- Click through rate .9%

The average click through rate for Facebook ads across all industries is 0.9%. Your campaign click through rate was average.



Our Take. Observation: While overall click thru rates were average. The most important number to focus on as a marketer is brand impressions. This campaign had an overall impression count of 96,637 (views by potential donors). That's an 84.54x increase in impressions over a traditional direct mail campaign not using **Mail360**.

Something to Think About. Add LeadMatch: Allows you to capture who came to your website whether they were on your mail list or not for internal follow-up.

Mail ³⁶⁰

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Connect360Hub.com/Mail • 937.353.2299

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patented.
A Marketing Execution Company

2490 CrossPointe Dr.
Miamisburg, OH 45342

  
ThinkPatented.com