

# Mail

360

Seamless Tracking. **Better Results.**

## Campaign Results

**Client:** Higher Education Open House

**Campaign:** Open House Postcard

**Target Audience:** New Students

**QTY Mailed:** 15,853



**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 15,853 / 98.65% delivered



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

- 140 total leads / 15 total matches
- 125 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** 1,949 Emails Sent / 1,112 opened / 5 click throughs
- Many records being students - they may be ineligible to sign up for Informed Deliver

**Smart Targeting:** we show your digital ads to people who are actively searching for your product or service online within your targeted geographical area.

- Total Ads Displayed 219,581 times / 310 people are on follow-up list / 743 Total click throughs / .338% open rate



**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.

- 9,208 matches / 11,465 views / 57 click throughs



**Our Take. Observation:** This campaign had an overall impression count of 248,011 (views by potential clients). That's a 15.6x increase in impressions over a traditional direct mail campaign not using **Mail360**.

Mail <sup>360</sup>

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