

# Mail <sup>360</sup>

Seamless Tracking. *Better Results.*

## Campaign Results

**Client:** Higher Education Recruitment

**Campaign:** 2020 Student Recruitment

**Target Audience:** 2019 High School Seniors

**QTY Mailed:** 119,564



**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 119,564 / 95.91% delivered



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

- 13,358 total leads / 247 total matches
- 13,111 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.*

- 12,949 emails sent / 4,917 emails opened / 46 click throughs / 1% click through rate



**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 954,611 times / 20,000 people are on follow-up list / 8,438 Total click throughs / .89% 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 1,532,608 / 1,660 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.

- 8,200 visitors identified / 146,899 ads displayed / 638 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.

- 31,259 matches / 35,629 views / 47 click throughs



**Our Take. Observation:** This campaign had an overall impression count of 2,794,228 (views by potential students). That's a 23.37x increase in impressions over a traditional direct mail campaign not using **Mail360**. Click through rates were 2x plus over average open rates. Customer stated applications and deposits are up over previous year. Final results won't be known until September 2020.

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