

Mail

360

Seamless Tracking. *Better Results.*

Campaign Results

Client: K-12 Christian School

Campaign: Open House Invite

Target Audience: Households Meeting Select Demographics

QTY Mailed: 24,683



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 24,683 / 99.03% delivered



Informed Delivery:

Your mailing piece is accompanied by a full color, clickable ad within the grayscale email preview sent by the USPS

- **Drop #1** 135 Emails Sent / Opened 95 times / Ads clicked 1
 - Opened Rate 70 % / Click through rate 1%

The average marketing email open rate across all industries is 18.1% on average with a click-through rate of 1.9%. Your campaign results were 4.16 above average for Open Rate / Barely below for the click through rate.



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 276,400 times / 247 click throughs/Click through rate of .09%

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.



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.

- Ads Displayed 8,738 times
- People on Follow-Up List 2,200
- 88 Ad click throughs
- Click through rate of 4%

Across all industries the average click through rate for a Facebook display ad is 0.9%. Your campaign click through rate was 44x about 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.

- 7,909 People on Target List / Ads Displayed 9,435 times / Ads Clicked 24 times
 - Male - QTY 5,835 / Displayed 6,905 / Clicked 13 times
 - Female - QTY 1,991 / Displayed 2,423/ Clicked 10 times
 - Unknown - QTY 80 / Displayed 107/ Clicked 1 time
 - Click through rate .3%

The average click through rate for Facebook ads across all industries is 0.9%. Your campaign click through rate was slightly below 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 294,708 (views by potential clients). That's a 11.9x increase in impressions over a traditional direct mail campaign not using **Mail360**.



Something to Think About. Add Lead Match: Allows you to capture who came to your website whether they were on your mail list or not. Allowing you to follow up with these visitors for future enrollment opportunities.