

Mail ³⁶⁰

Seamless Tracking. *Better Results.*

Campaign Results

Client: Non-Profit Event
Campaign: Event Postcard
Target Audience: Previous Donors
QTY Mailed: 1,393



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 1,393 / 98.49% delivered



Smart Targeting: *For jobs under 10,000 pieces. We use the top 50 keywords and geographic metrics to drive traffic to your website to ensure they meet Google's threshold and to ensure a successful follow up campaign. We target individuals based on what they are searching for and within geographic locations that match the locations of your mailings records and overlay that with the top key words and key phrases.*

- Total Ads Displayed 36,284 times / 280 people are on the follow-up list / 243 Total click throughs / Click through rate of .7%



Our Take. Observation: While overall click through rates were average to above average the most important number to focus on as a marketer is brand impressions. This campaign had an overall impression count of 36,284 (views by possible attendees). That's a 26x increase in impressions over a traditional direct mail campaign not using **Mail360's Smart Targeting.**

Due to the nature of their message and Google's limitations on religious marketing the customer was thrilled with the increase in exposures of their message and the event was at overflow capacity for attendance.



Something to Think About. Add call Tracking: Call Tracking will give you access to live updates and recording of every call you've received as a result of your direct mail campaign. Allowing you to access these recording for training and quality assurance.

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