

# Mail

360

Seamless Tracking. **Better Results.**

## Campaign Results

**Client:** Non-Profit

**Campaign:** IRA Rollover Campaign

**Target Audience:** Previous Donors

**QTY Mailed:** 3,345



### 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 3,345 / 97.75% 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** 101 Emails Sent / Opened 75 times / Ads clicked 1
  - Opened Rate 75% / Click through rate 1.75%

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 88,368 times / People on Follow-Up List 520/ 120 click throughs/Click through rate of .14%

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 3,456 times
- People on Follow-Up List 2,100
- 30 Ad click throughs
- Click through rate of 1%

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

- 921 Targeted on List / Ads Displayed 1,092 times / Ads Clicked 26 times
  - Male - QTY 525 / Displayed 622 / Clicked 10 times
  - Female - QTY 395 / Displayed 469 / Clicked 16 times
- Click through rate 2.8%

The average click through rate for Facebook ads across all industries is 0.9%. Your campaign click through rate was 2.5x above average.



**Our Take. Observation:** While overall click thru 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 93,017 (views by potential clients). That's a 27.8x 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.