

Mail 360

Seamless Tracking. *Better Results.*

Campaign Results

Client: Online Sheet Music Catalog

Campaign: Activate Postcard

Target Audience: New Prospects

QTY Mailed: 5,478



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 5,478 / 96.77 % delivered



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

- 16,840 total leads / 36 total matches
- 16,804 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** 285 Emails Sent / 202 opened / 3 click throughs
- Many records being schools – they are ineligible to sign up for Informed Deliver

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 134,402 times / 43,000 people are on follow-up list / 927 Total click throughs / .69% 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 89,647 / 45 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.

- Less than 1,000 website visitors identified on Social Media / 1,814 displays / 8 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.

- 2,278 matches / 2,904 views / 27 click throughs



Our Take. Observation: This campaign had an overall impression count of 229,052 (views by potential clients). That's a 41.8x increase in impressions over a traditional direct mail campaign not using **Mail360**.

Mail ³⁶⁰

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