

# Mail 360

Seamless Tracking. *Better Results.*

## Campaign Results

**Client:** Online Sheet Music Catalog

**Campaign:** Heritage Music Press Catalog

**Target Audience:** Previous Customers

**QTY Mailed:** 3,243



**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 3,243 / 84.33% delivered (Due to USPS Flat Sequencing System limitations – scan accuracy is limited because of equipment distribution. Normal results average 70%)



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

- 16,871 total leads / 25 total matches
- 16,846 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** 122 Emails Sent / 75 Opened / 1 Click through
- 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 58,161 times / 43,000 people are on follow-up list / 620 Total click throughs



**Online Follow-Up:** Website visitors will see your ads throughout the Google Display Network directing them back to your website.

- Total Ads Displayed 93,165 / 40 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 / 1,414 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.

- 1,339 matches / 1,630 views / 25 click throughs



**Our Take. Observation:** This campaign had an overall impression count of 171,072 (views by potential clients). That's a 52.75x increase in impressions over a traditional direct mail campaign not using **Mail360**.

Mail <sup>360</sup>

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