

# Mail

360

Seamless Tracking. *Better Results.*

## Campaign Results

**Client:** Regional Heating & Air Company

**Campaign:** Spring 2019

**Target Audience:** Home Owners in Dayton & Springfield

**QTY Mailed:** 32,249



### 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 10,750 / 97.02% delivered
- **Drop #2** QTY 10,750 / 99.49% delivered
- **Drop #3** QTY 10,749 / 98.9% delivered



### LeadMatch:

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

- 579 total leads (total website visitors identified)



### Informed Delivery:

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

- **Drop #1** 767 Email sent / Opened 493 times / ads clicked 1
  - Opened Rate 65% / Click through rate .203%
- **Drop #2** 764 Email sent / Opened 481 times / ads clicked 2
  - Opened Rate 63% / Click through rate .415%
- **Drop #3** 773 Email sent / Opened 432 times / ads clicked 5
  - Opened Rate 55.8% / Click through rate 1.15%

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 3.5x above average for Open Rate / Slightly below the click through rate.



### Online Follow-Up:

Website visitors will see your ads throughout the Google Display Network directing them back to your website

- Ads Displayed 213,879 times / People on Follow-Up List 7,200/ 121 click throughs/Click through rate of 1.7%

The average click through rate across all industries for a targeted display ad is 0.35%. Your campaign click through rate results were 4.85x above 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 3,521 times / People on Follow-Up List < 1,000, Facebook will not report a definitive number of followers until number is greater than 1,000.)
- 54 Ad click throughs
- Click through rate of 5.4%

Across all industries the average click through rate for a Facebook display ad is 0.9%. Your campaign click through rate was 6x above 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.

- 7,338 Targeted on List / Ads Displayed 8,978 times / Ads Clicked 43 times
  - Male - QTY 5,098 / Displayed 6,263 / Clicked 28 times
  - Female - QTY 2,226 / Displayed 2698/ Clicked 14 times
  - Unknown - QTY 14 / Displayed 17 / Clicked 1
  - Click through rate .6%

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 to above average the most important number to focus on as a marketer is brand impressions. This campaign had an overall impression count of 227,151 (views by potential clients). That's a 7x increase in impressions over a traditional direct mail campaign not using **Mail360**.



**Something to Think About. Add 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.