

Mail

360

Seamless Tracking. *Better Results.*

Campaign Results

Client: Warehouse and Catalog Sales

Campaign: Spring 2019 Warehouse Sale

Target Audience: Homeowners in Dayton & Springfield

QTY Mailed: 6,426



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 6,426 / 83.32% delivered

Many parts of the country were experiencing extreme weather events. Tornadoes, fire, and flooding. This would affect delivery rates.



Lead Match:

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

- 4,683 total leads (total website visitors identified) 105 total matches



Informed Delivery:

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

- **Drop #1** 355 Emails Sent / Opened 242 times / Ads clicked 3
 - Opened Rate 68 % / Click through rate 1.25%

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 140,586 times / 9,100 people are on your follow-up list / 146 Total click throughs / Click through rate of .103%



Online Follow-Up:

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

- Online Follow-Up: Ads Displayed 85,912 times / 186 total click throughs / Click through rate of .45%

The average click through rate across all industries for a targeted display ad is 0.35%. Your campaign click through rate results were 30% 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 5,474 times / 2,900 People on Follow-Up List
- 259 Ad click throughs
- Click through rate of 8.75%

Across all industries the average click through rate for a Facebook display ad is 0.9%. Your campaign click through rate was 9.72x 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.

- 3008 Targeted on List / Ads Displayed 3,827 times / Ads Clicked 145 times
 - Male - QTY 2,527 / Displayed 3,230 / Clicked 129 times
 - Female - QTY 441 / Displayed 544 / Clicked 11 times
 - Unknown - Qty 40 / Displayed 53 / Clicked 5 times
 - Click through rate 4.82%

The average click through rate for Facebook ads across all industries is 0.9%. Your campaign click through rate was 5.3x above average.



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 242,480 (views by potential clients). That's a 37.7x increase in impressions over a traditional direct mail campaign not using **Mail360**.



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.