

# Mail

360

Seamless Tracking. **Better Results.**

## Campaign Results

**Client:** Employee Recruitment

**Campaign:** Employee Recruitment

**Target Audience:** Residents in Targeted Areas

**QTY Mailed:** 7,502



**Mail Tracking:** Helps you be prepared for new calls and online leads by knowing exactly when your mailing campaign is hitting mailboxes.

- Drop QTY 7,502 / 95.91% 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 QTY 4,567 emails sent / 2,582 opened / 16 click throughs / 56.6% open rate.28%



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

- 213 total leads identified / 5 identified matches from your data list / 208 potential new leads



**Campaign Accelerator/ On-line Follow-up:** Campaign Accelerator geographically targets 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 on-line follow-up (cookies) kicks in, also drives relevant traffic to help you acquire more customers through your website.

- Total Ads Displayed 30,251 times / 119 Total click throughs / 720 unique website visitors



**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.

- Currently <1000 unique visitors with social media account / 964 ad displays / 40 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.

- 3,777 reached / 4,561 ad displays / 8 click throughs



**Our Take. Observation:** This campaign had an overall impression count of 45,860 (views by potential new employees). That is a 6.11x increase in impressions over a traditional direct mail campaign not using Mail360 program. Customer stated they hired 9 new employees during the campaign.

Mail 360

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