

# Mail

360

Seamless Tracking. **Better Results.**

## Campaign Results

**Client:** Heating & Air

**Campaign:** Spring 2021 Upgrade A/C Postcard

**Target Audience:** Residents in Targeted Areas

**QTY Mailed:** 223,904



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

- Drop QTY 223,904 / 95.48% 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 46,883 emails sent / 30,156 opened / 126 click throughs / .42% click through rate



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

- 1,127 total leads identified / 140 identified matches from your data list / 987 potential new leads



**Call Tracking:** Gives you live updates and recording of every call coming in as a result of the mailing. Also capture name, address, and phone number of incoming calls.

- 885 new calls received



**Online 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 1,117,453 times / 2,165 Total click throughs / 12,000 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 4,400 unique visitors with social media account / 28,372 ad displays / 103 click throughs / 2.4% click through rate



**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.

- 18,466 reached / 22,851 ad displays / 38 click throughs / .205% click through rate



**Our Take. Observation:** This campaign had an overall impression count of 1,422,736 (views by potential clients). That is a 6.35x increase in impressions over a traditional direct mail campaign not using Mail360 program.

Mail <sup>360</sup>

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Connect360Hub.com/Mail • 937.353.2299

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patented.

A Marketing Execution Company

2490 CrossPointe Dr.  
Miamisburg, OH 45342

    
ThinkPatented.com