

# Mail

360

Seamless Tracking. **Better Results.**

## Campaign Results

**Client:** Retail Store

**Campaign:** Holiday 2020

**Target Audience:** Residents in Targeted Areas

**QTY Mailed:** 26,205



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

- Drop QTY 26,205 / 99.33% 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 5,559 emails sent / 3,564 opened / 21 click throughs / .59% click through rate



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

- 10,267 total leads identified / 730 identified matches from your data list / 9,537 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

- 45 new calls received



**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 318,537 times / 874 Total click throughs / 7,900 unique website visitors / 11.2% click through rate.



**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 9,200 unique visitors w/social media account / 28,085 ad displays / 150 click throughs / 1.7% 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.

- 6,134 reached / 7,655 ad displays / 52 click throughs / .84% click through rate



**Our Take. Observation:** This campaign had an overall impression count of 384,046 (views by potential clients). That is a 14,66x increase in impressions over a traditional direct mail campaign not using mail360. Click through rates for On-Line Follow-Up and Social Media Follow-Up were above average. Our all a very successful campaign and client will continue to use Mail360 on future 2021 marketing initiatives.

Mail <sup>360</sup>

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