



AMPLIFY your message, **REACH** your goals, **TRACK** your results



Informed Delivery

Through Informed Delivery® integration, add an additional touchpoint and full color clickable ad through the USPS's daily mail preview sent via email. Receive a list of who on the mailing list received the email, opened it, and clicked on the ad to show campaign attribution.



Mail Tracking

Know exactly when a mail campaign hits mailboxes, export delivery lists, and receive non-scan data down to the individual mail piece.



Personalized QR Codes

Maximize engagement with static or personalized QR Codes. Increase and track the response to mail through our custom reporting dashboard to see various types of scan data including who scanned.



Call & Text Tracking

Track campaign effectiveness by recording every call/text that comes in as a result of the mail campaign, with contact information of respondents when available. Engage prospects and drive incremental conversions by delivering coupons and URLs via SMS from the same call/text tracking number.



SocialMatch

Match Facebook and Instagram accounts to the mailing list to deliver social ads to feeds before, during, and after the mailer hits.



Online Follow-Up

Re-engage website visitors who left without converting by reminding them of their interest through retargeting ads on the Google Display Network.



Social Media Follow-Up

Re-engage website visitors who left without converting by reminding them of their interest through retargeting ads on Facebook and Instagram.



LEADMatch

Receive a list of anonymous website visitors and direct mail recipients who went to the website that includes contact information and what actions they took to build mailing lists and prove direct mail campaign attribution.



Email Notification

Send up to two emails to the mail recipient (before delivery and after delivery), drawing attention to the mail piece. Direct the recipient to click on the mail piece image in the email and visit the website.



Addressable Geo

Geofence the residential or business address of mail recipients to serve ads through the display network to all devices at the address. Track conversions to the website with our sophisticated pixel technology or by foot traffic in stores or commerce locations through device pings.

Wordsprint

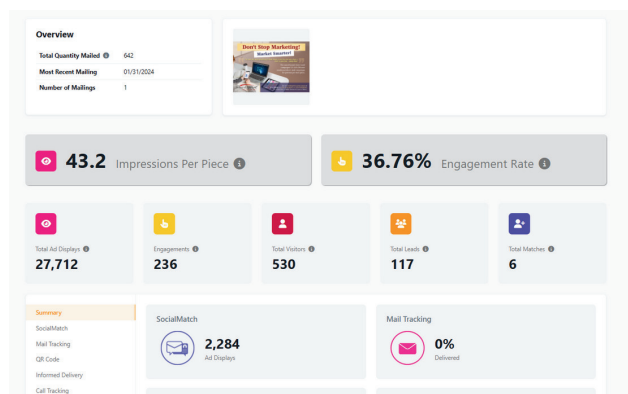
omnichannel marketing



Your campaign typically centers around the mail piece. Not only will we **track the mail**, we'll also include **personalized QR codes**, **custom phone numbers**, **USPS Informed Delivery**, and **e-mail outreach**. As your audience engages, you'll see it in real time in your **omni dashboard**.



On the mail date, we'll deploy multiple **digital marketing technologies** to help ensure your audience gets primed with a consistent message before the mail piece arrives. They'll see ads on their **Facebook**, **Instagram**, **YouTube**, and across the web through the **Google Display Network**. Each ad takes them to your landing page. Through **website re-targeting** your ads will also get served to people who visit your website even if they're not on your mailing list. If someone visits your page and we can match them back to your mail list, we'll let you know through our **LEADMatch** service.



Monitor **mail delivery**, **impressions**, and **engagements** through your personal **omni dashboard**. You'll get real-time **attribution** to your mailing list so you'll know **WHO** is engaging with your campaign.