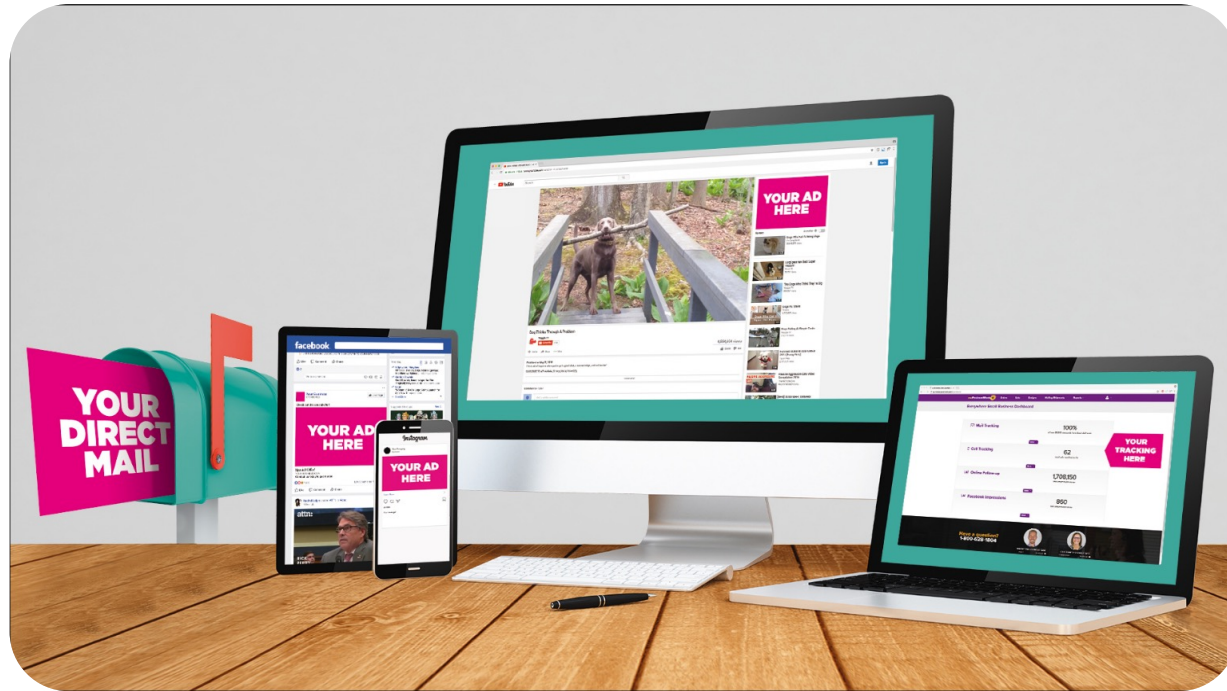




*more*  
Response

An Integrated Marketing Solution

# What is *more* Response?



More Response is a marketing-based solution designed to seamlessly track the effectiveness of your direct mail campaign while enhancing the results through the integration of digital platforms.

Our marketing platform is designed as an Omnichannel Marketing approach. Turn a single mail piece impression into multiple repetitive impressions to the same audience across multiple platforms.

# WHY *more* Response is for you

- 80% of sales are made between the 8th and 12th touch
- Get up to 8-16 touches to the direct mail recipients for pennies per piece.
- Real Time Trackable Results through a personal dashboard making it easier to see attribution and determine Return on Investment.
- Omni-Channel marketing that integrates with the power of direct mail for an average 23-46% lift in results over traditional direct mail.
- No lead left behind and no money left on the table!



7

Technologies to drive 8 to 16 impressions per piece for a 23-46% lift in response over a traditional direct mail campaign



SocialMatch



Mail Tracking



Informed  
Delivery®



Call & Text  
Tracking



Online  
Follow up



Social Media  
Follow Up

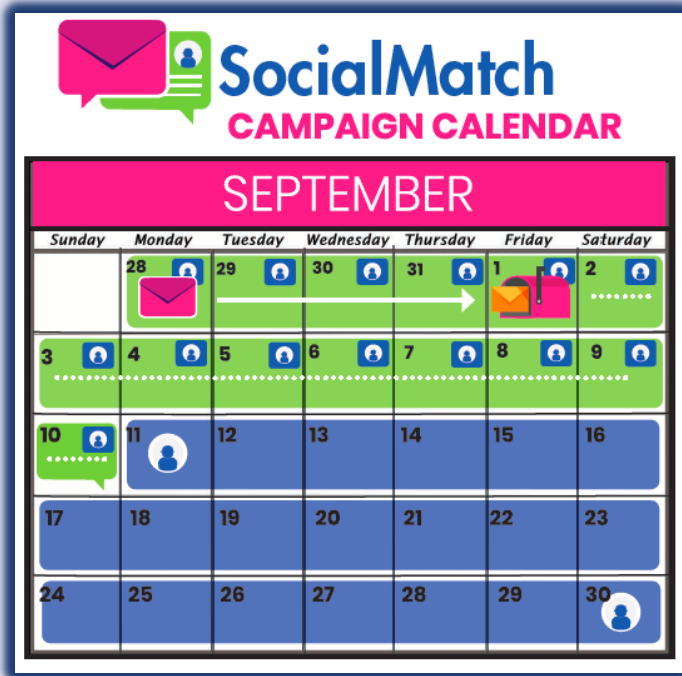


LEADMatch

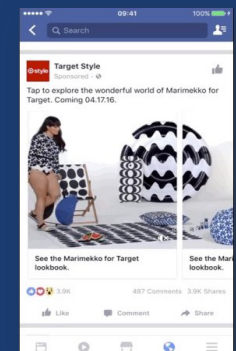


# SocialMatch

We pre-match your mailing list to social media accounts and deliver ads to those people before, during, and after the mailing arrives.

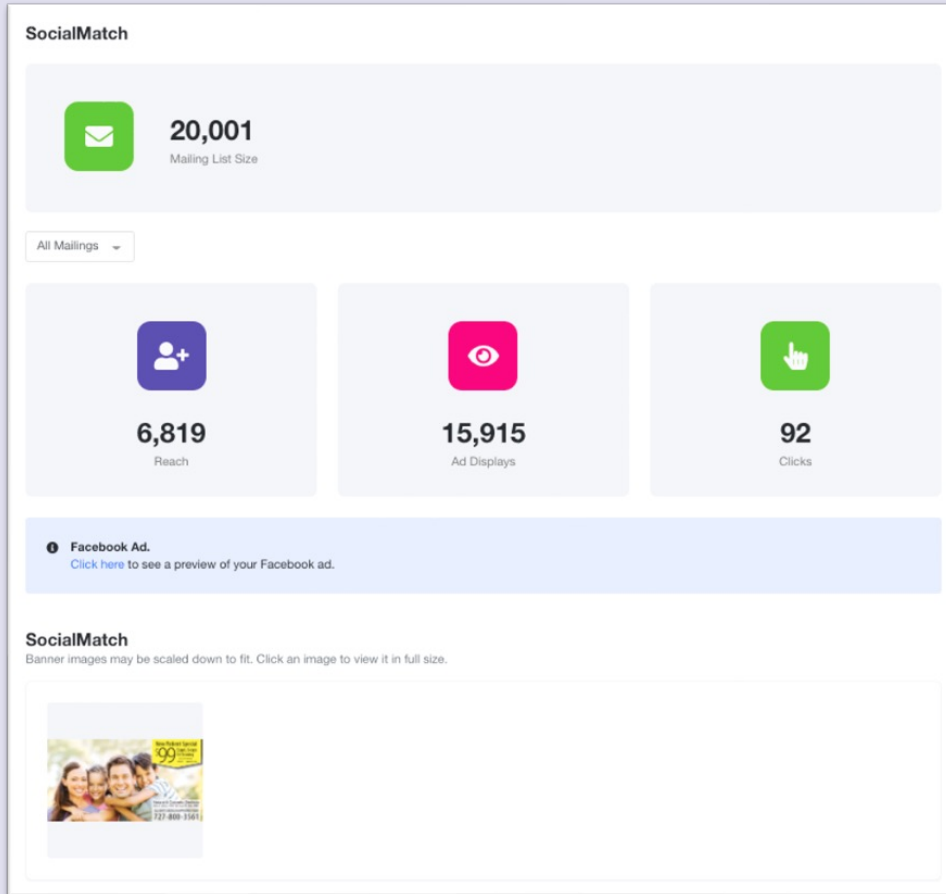


## Mailing List

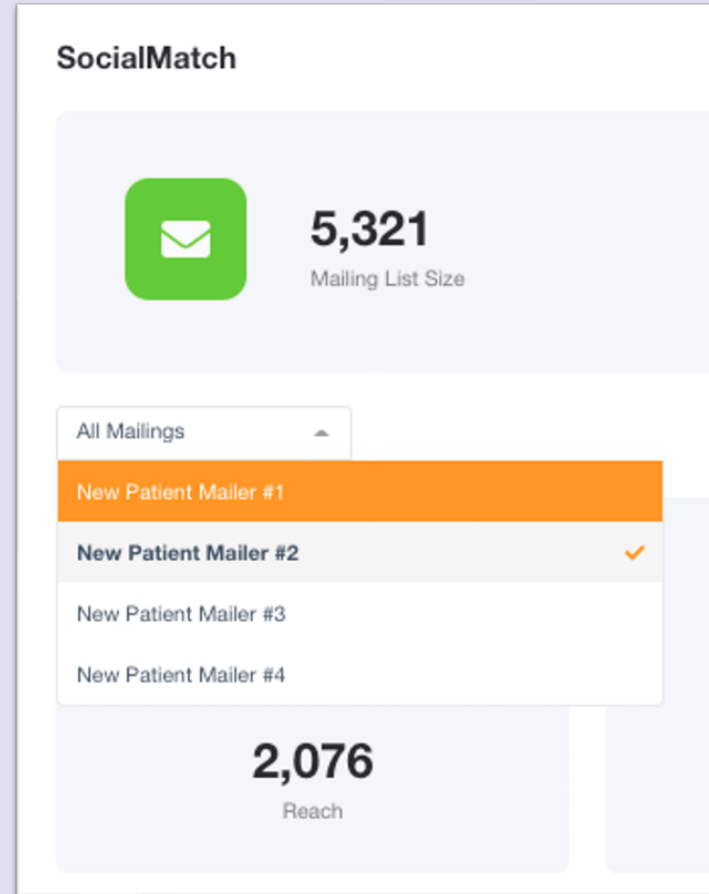




# SocialMatch Dashboard

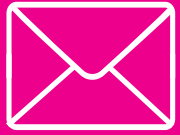


High Level Reporting for Campaign



Granular Reporting By Mail Drop





# Mail Tracking

Receive full transparency on when mail is expected to arrive in homes and confirmation of delivery. Be fully prepared to handle the response from your direct mail campaign.



Powered By:

Shipment Tracking

**Delivered**  
Delivered on **Tuesday**.  
Thanks for shopping at Amazon.

Your package was delivered

Shipping soon   Shipped   In transit   Out for delivery   **Delivered**

## Intelligent Mail Barcode

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
BARCODE ID	SERVICETYPE	MAILER ID	SERIAL NUMBER	ROUTING CODE																										

**UNITED STATES POSTAL SERVICE®**

Gateway | USPS.com | Help

## Informed Visibility®

Mail Tracking & Reporting

Welcome to Informed Visibility Mail Tracking & Reporting (IV®-MTR), the U.S. Postal Service source for near real-time letter and flat mail tracking information.

The IV-MTR application:

- Provides end-to-end mail tracking information for letter and flat pieces, bundles, handling units, and containers
- Leverages intelligence to create logical and assumed handling events to provide expanded visibility
- Improves ease of use through flexible data provisioning and delegation

**Need more information?** [Click here](#) for documents and BlueTube™ videos on how to navigate the IV-MTR application


Watch the IV-MTR benefits overview video.  
For more information, visit the IV-MTR page on [PostalPro](#).




# Mail Tracking Dashboard

- Summary
- Social Match
- Mail Tracking
- Informed Delivery
- Call Tracking
- Online Followup
- Social Media Followup
- LEADMatch


### Mail Tracking




**99.11%**  
Delivered



**158,609**  
Total Pcs Mailed



**157,196**  
Total Confirmed Delivered

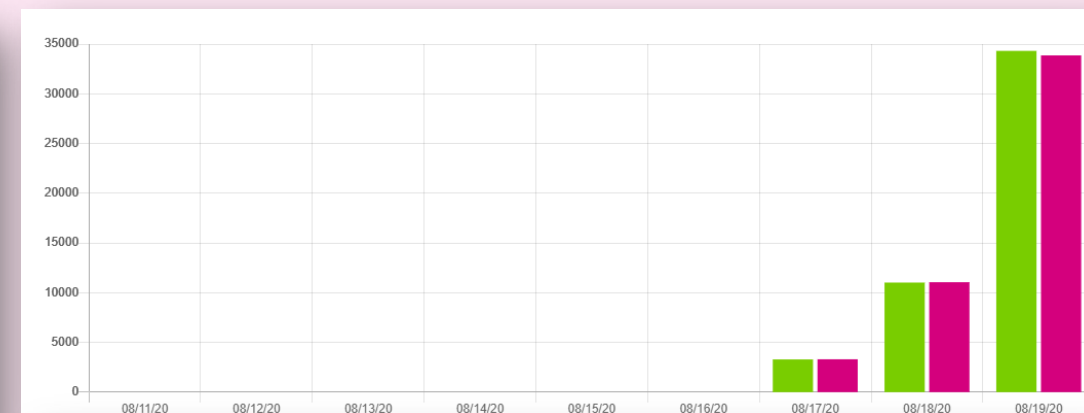


**Track Reports**

All Mailings All Types Export

All Dates Projected Address All Zips

First name Non-Scan All Cities All States All Counties



**Track Reports**

All Mailings All Types Export

All Dates Projected Address All Zips

First name Non-Scan All Cities All States All Counties

Name	Business	Address	City	State	Zip	County	Mailed	Delivered
A-Laysia Miller-Chambliss	-	624 Hickory Ln	Elizabethtown	KY	42701	Hardin County	08/18/2020	08/20/2020
ALysa Clark	-	2901 Hampton Rd Apt 6	Cleveland	OH	44120	Cuyahoga County	08/18/2020	08/19/2020
Amari Walker	-	13340 S Corliss Ave	Chicago	IL	60827	Cook County	08/18/2020	08/21/2020
A'Naya Jones	-	18990 Appoline St	Detroit	MI	48235	Wayne County	08/18/2020	08/20/2020

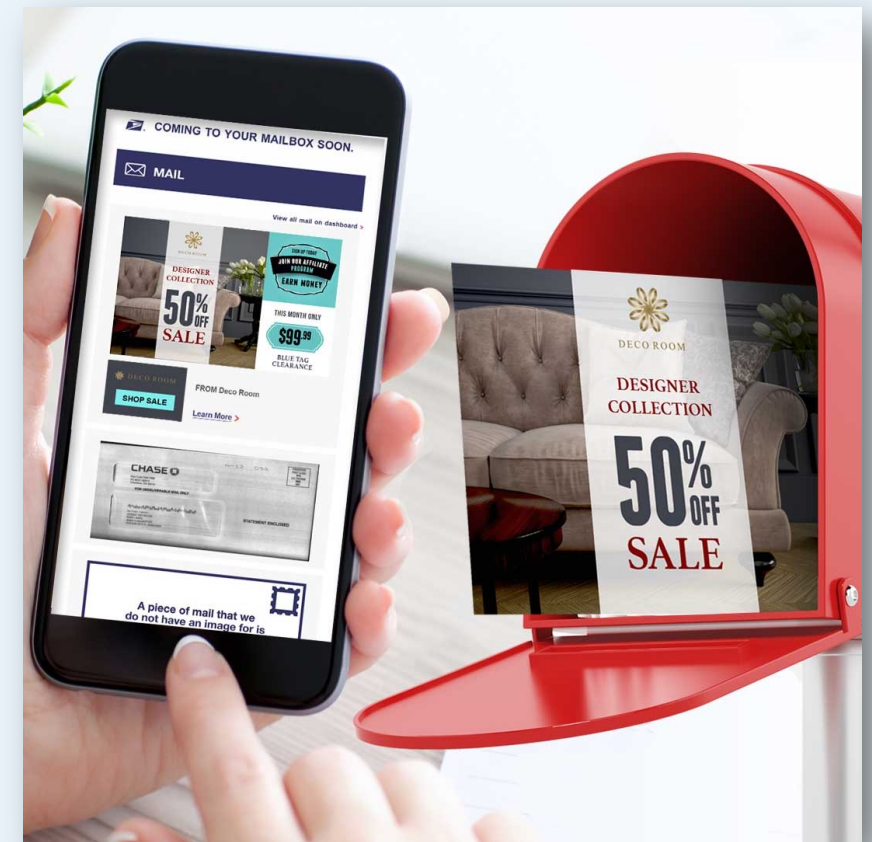




# Informed Delivery<sup>®</sup>

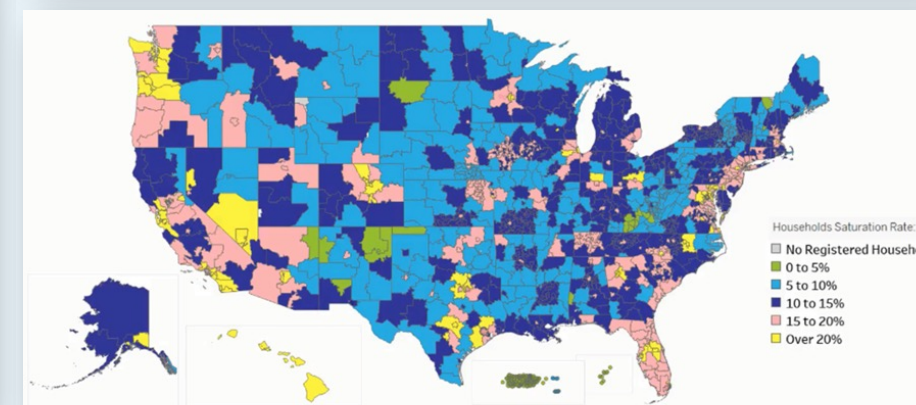
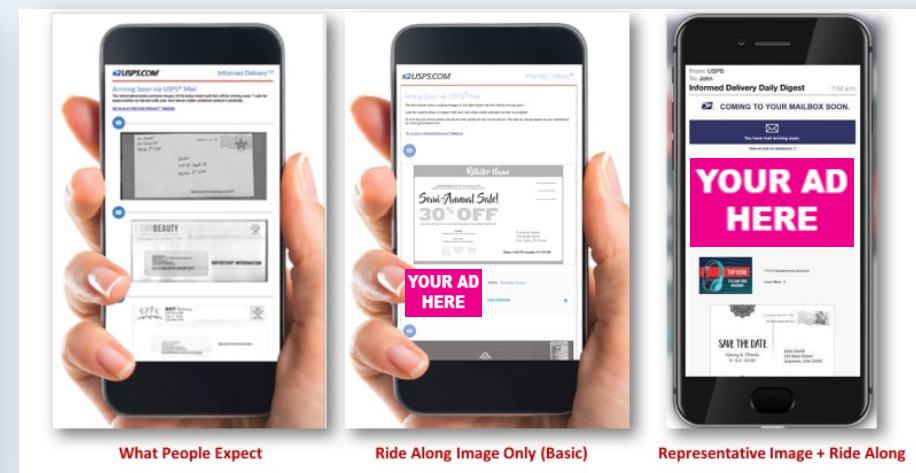
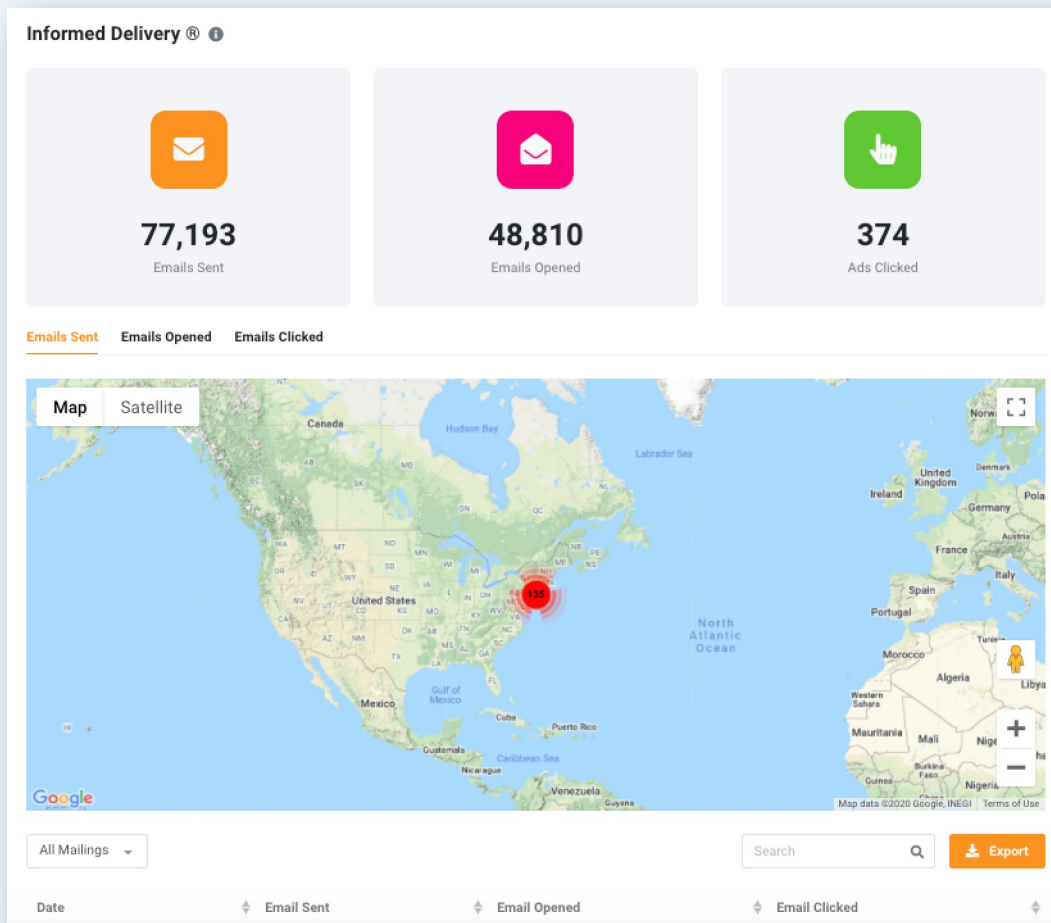
Consumers signed up with Informed Delivery will receive an email preview of the mail arriving that day. With an interactive campaign, mail recipients will see a full color ride along ad and be able to respond with a single click!

- More than 47 million people are signed up with Informed Delivery
- Informed Delivery now reaching ~20% of the US direct mail population
- Sign-ups are increasing by over 1.3 million people per month
- Over 65% of people open their Informed Delivery alerts daily
- Informed Delivery average click through rates range from 4-11%
- 57% recall seeing previews of campaign mail
- 44% say this made them more likely to read the mail.





# Informed Delivery<sup>®</sup> Dashboard



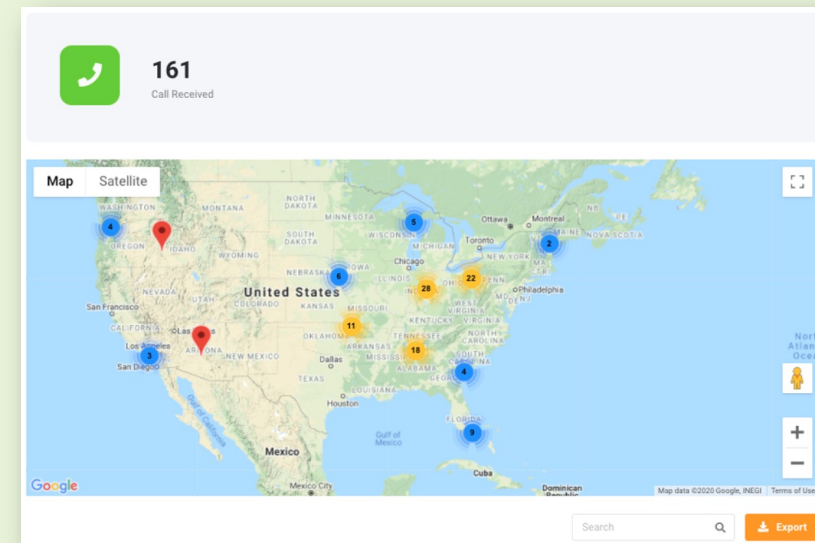


# Call & Text Tracking

Track campaign effectiveness by recording every call that comes in from the mail campaign and capture the name, address, phone number and demographic information of callers when available. Engage with consumers and drive incremental conversions by delivering coupons and URLs via SMS from the same call tracking number.

**\*SMS messages have a 209% higher response rate** than phone, email

**\*Omnichannel campaigns that involved SMS at some point in the process were 47.7% more likely to end in conversion (Omnisend, 2020.)**



Date	#Tracking	#Caller	Name	Address	City	ST	Zip	Type	Line Type	Age Range	Gender	Recording	Duration
12/17/18 01:24 PM	(813) 456-7898	(643) 491-2321	Dr. German Waters	205 Seymour St	Watertown	NY	13801	Person	Mobile	65+	Female		00:01:34
12/17/18 02:09 PM	(813) 456-7898	(321) 292-5309 x7345	Dr. Orie Nikolaus II	6408 Country Fair Cir	Boynton Beach	FL	33437	Person	Mobile	65+	Male		00:02:10
12/17/18 04:21 PM	(813) 456-7898	(579) 236-8578	Anastasia Pfeffer	1806 SW 14th Ave	Boynton Beach	FL	33428	Person	Mobile	65+	Female		00:00:51

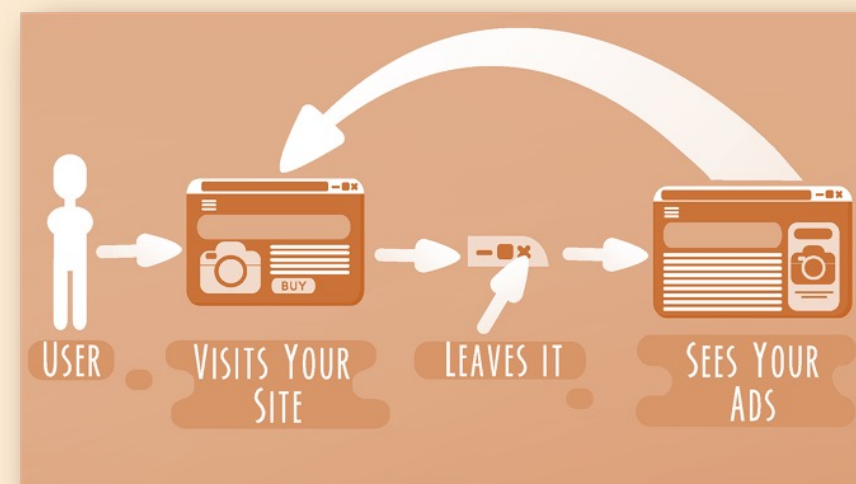
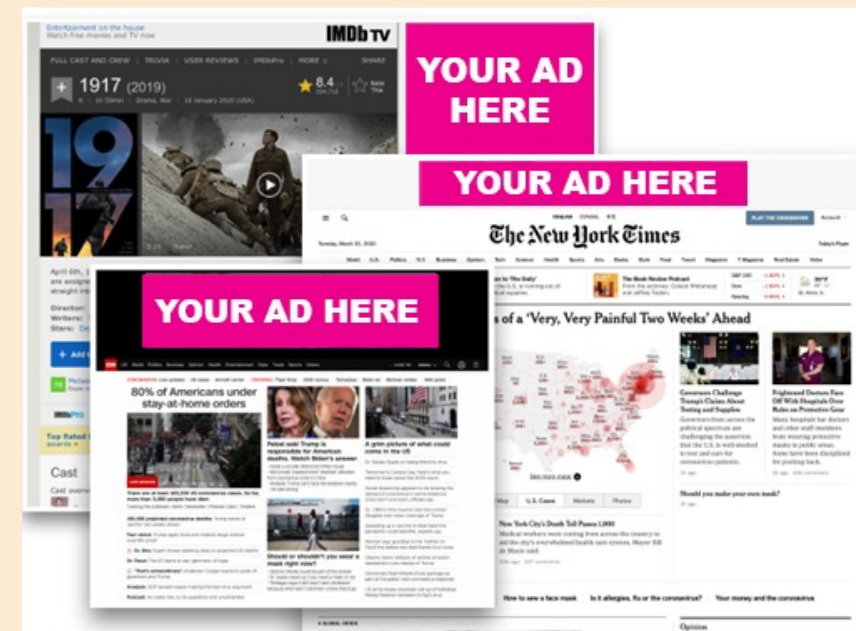


# Online Follow-Up

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

**90%** of interested people will visit a website before calling

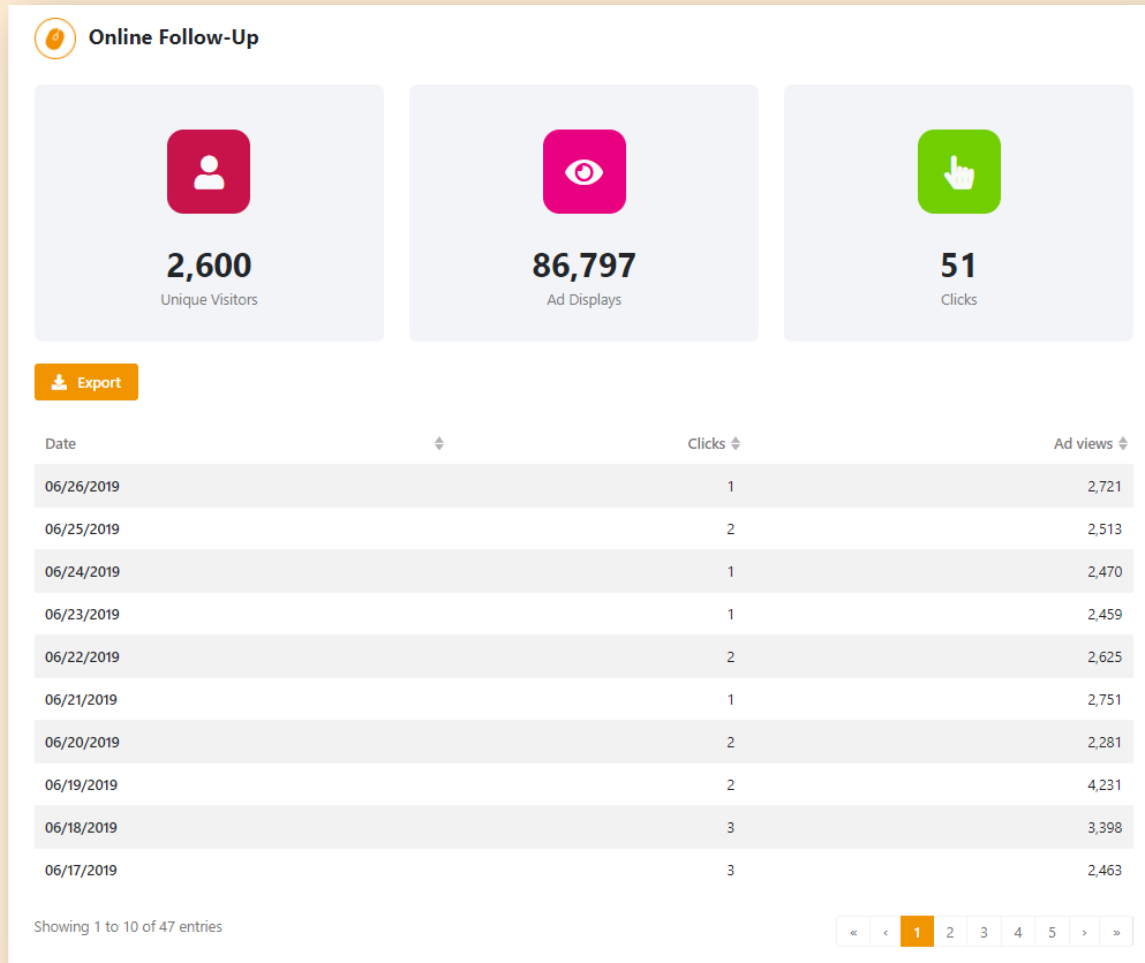
**96%+** will leave the website without taking action...







# Online Follow-Up Dashboard



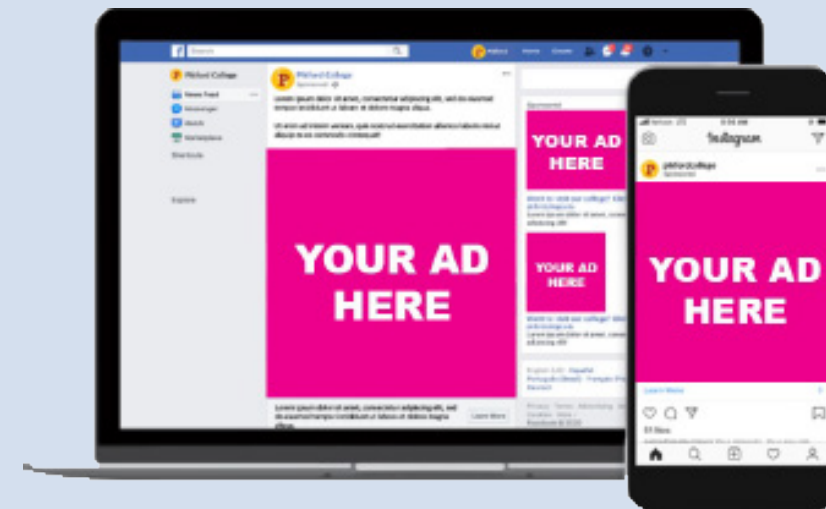
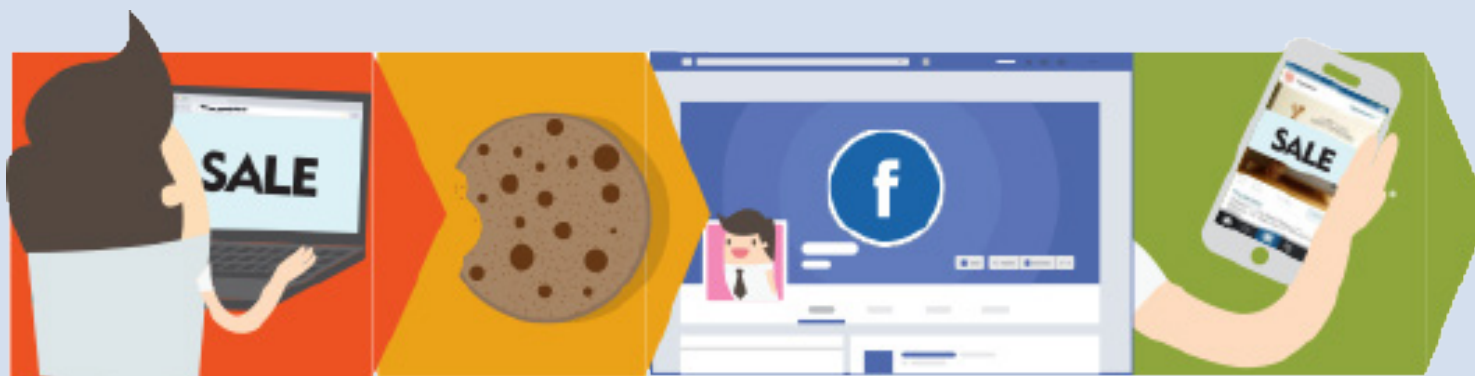
## Google it!

- Website visitors who are retargeted with display ads are 74% more likely to convert on your website
- With retargeting, the percentage of users who return and complete conversion process increases to 26% (businesses start with an average of 4% website conversion rate)



# Social Media Follow-Up

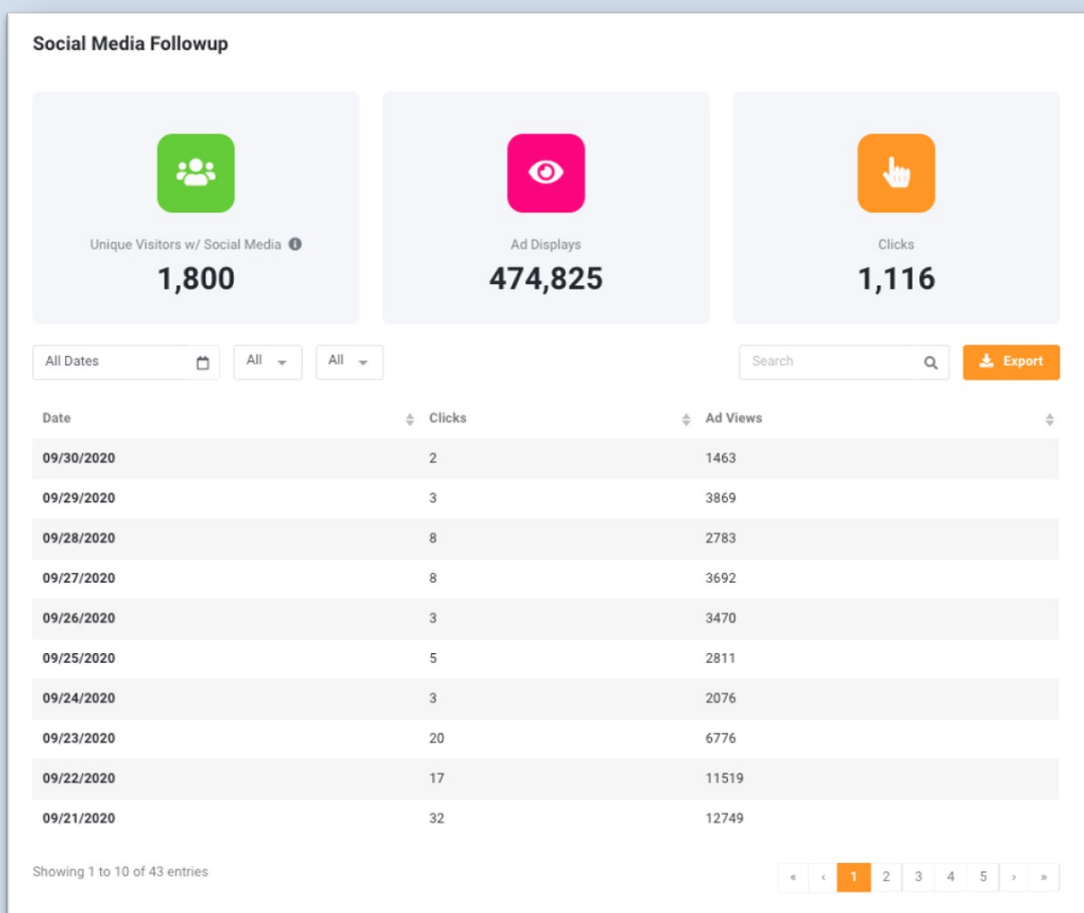
Re-engage website visitors who left without taking an action by reminding them of their interest through retargeting ads on Facebook and Instagram.







# Social Media Follow-Up Dashboard



## The Social Scene

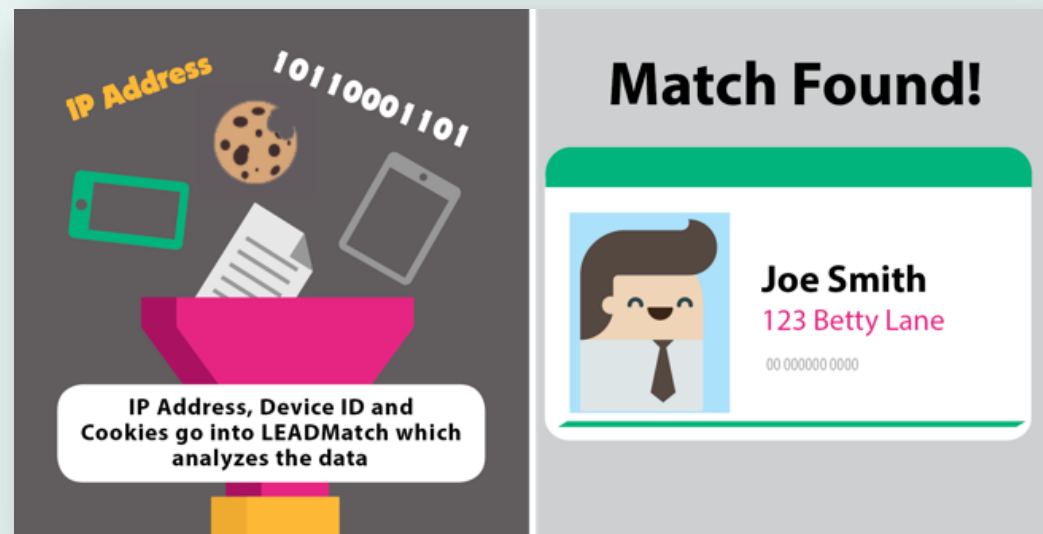
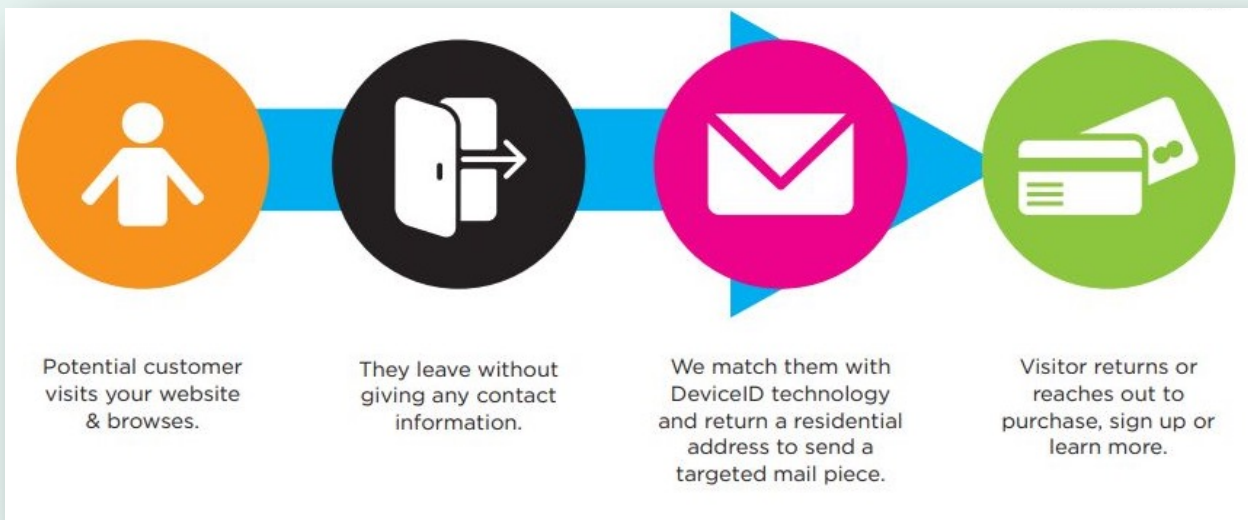
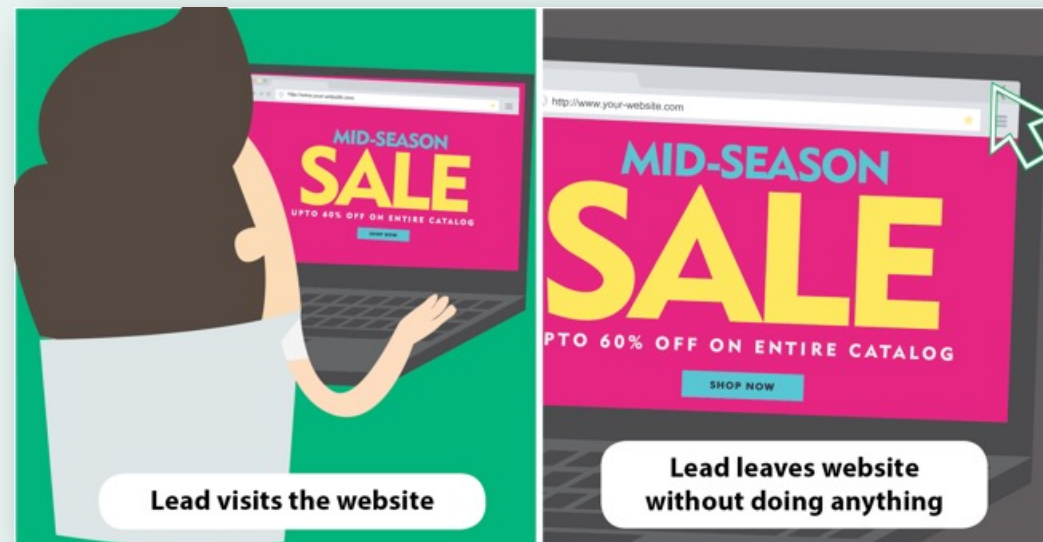
- 92% of people access social media daily
- 68% visit multiple times per day, spending 3-4 hrs. per day on Facebook & Instagram alone!
- 84% access social media via their mobile device
- The fastest growing new profile demographic on FB is age 65 and up



# LEADMatch

## Identify Anonymous Website Visitors


Know **WHO** visited the website from the direct mail campaign and what actions they took. Get the postal addresses of unique visitors who were not on the mailing list and retarget them via direct mail






# LEADMatch Dashboard

Overview Leads Matches Most Visited Pages




Leads  
**18035**




Matches  
**921**

Lead Report Leads Purchased



Leads	Matches	
3,725	186	<b>New Leads</b>
14,310	735	<b>Purchased Leads</b>
18,035	921	<b>Total Leads</b>



Notify us through the dashboard when you want to purchase your leads.

Overview Leads Matches Most Visited Pages

URL	Number of Visits
<a href="http://dvaldaandsirco.com/">http://dvaldaandsirco.com/</a>	1,319
<a href="http://dvaldaandsirco.com/products">http://dvaldaandsirco.com/products</a>	1,090
<a href="http://dvaldaandsirco.com/gallery">http://dvaldaandsirco.com/gallery</a>	926
<a href="http://dvaldaandsirco.com/about">http://dvaldaandsirco.com/about</a>	571
<a href="http://dvaldaandsirco.com/events">http://dvaldaandsirco.com/events</a>	527

Street Name	Address2	City	State	Zipcode	Page Views	Most Recent Visit	Match	Name	Url #1	Num Of Visits #1	Time Spent #1	Url #2	Num Of Visits #2	Time Spent #2	Url #3
3849 Condit St		Seaford	NY	11783-2530	2	9/27/2020 21:50	Yes	Krup James & Anna	<a href="https://www.petri.com/?utm">https://www.petri.com/?utm</a>	1	0:00:00	<a href="https://www.petri.com/">https://www.petri.com/</a>	1	0:00:00	
24 Coachman Ln		Levittown	NY	11756-4323	13	9/20/2020 18:27	Yes	Gor Rohmar & A	<a href="https://www.petri.com/?utm">https://www.petri.com/?utm</a>	8	0:02:00	<a href="https://www.petri.com/">https://www.petri.com/</a>	3	0:00:55	<a href="https://www.petri.com/">https://www.petri.com/</a>
434 Berg Ave		East Meadow	NY	11554-2304	6	9/19/2020 15:23	Yes	Podolski Jack & Stephanie	<a href="https://www.petri.com/?utm">https://www.petri.com/?utm</a>	3	0:01:45	<a href="https://www.petri.com/">https://www.petri.com/</a>	2	0:01:27	<a href="https://www.petri.com/">https://www.petri.com/</a>
955 Grand Blvd		Westbury	NY	11590-6126	15	9/19/2020 13:37	Yes	Gonzalas Jose & Tina	<a href="https://www.petri.com/?utm">https://www.petri.com/?utm</a>	6	0:00:56	<a href="https://www.petri.com/">https://www.petri.com/</a>	5	0:01:31	<a href="https://www.petri.com/">https://www.petri.com/</a>
39 Sherman Rd		Old Bethpage	NY	11804-1425	10	9/18/2020 21:25	Yes	Cooper Matt W & Mary	<a href="https://www.petri.com/?utm">https://www.petri.com/?utm</a>	6	0:00:00	<a href="https://www.petri.com/">https://www.petri.com/</a>	3	0:01:50	<a href="https://www.petri.com/">https://www.petri.com/</a>
2708 Sylvia Dr		Bellmore	NY	11710-1334	18	9/18/2020 17:46	Yes	Weintock Gary & Helan	<a href="https://www.petri.com/?utm">https://www.petri.com/?utm</a>	6	0:03:29	<a href="https://www.petri.com/">https://www.petri.com/</a>	6	0:01:11	<a href="https://www.petri.com/">https://www.petri.com/</a>
2410 Orangeside Rd		Palm Harbor	FL	34683-3348	2	9/18/2020 15:29	No		<a href="https://www.petri.com/?utm">https://www.petri.com/?utm</a>	1	0:00:00	<a href="https://www.petri.com/">https://www.petri.com/</a>	1	0:00:51	
1834 Merrick Ave		Merrick	NY	11566-2730	9	9/18/2020 15:22	Yes	Copozzi Lou & Jamie	<a href="https://www.petri.com/?utm">https://www.petri.com/?utm</a>	4	0:03:11	<a href="https://www.petri.com/">https://www.petri.com/</a>	3	0:02:22	<a href="https://www.petri.com/">https://www.petri.com/</a>
2223 N 2500 East Rd		Watseka	IL	60970-6135	15	9/18/2020 15:18	No		<a href="https://www.petri.com/?utm">https://www.petri.com/?utm</a>	6	0:03:51	<a href="https://www.petri.com/">https://www.petri.com/</a>	4	0:02:26	<a href="https://www.petri.com/">https://www.petri.com/</a>



# LEADMatch Target Area & Auto Delivery

- Set target areas before the campaign starts
- Set auto-delivery frequency by quantity of leads or time frame.

### Search Target Areas

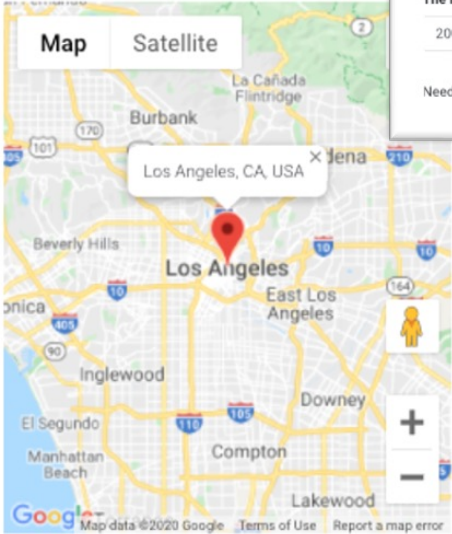
Search

For example a state, city, or postal code

Included Locations

Los Angeles, CA, USA city

Save




### Auto Delivery

Enable Auto Delivery

Frequency of Email Notice

Every  days

Whenever I hit  leads

Email Addresses 

mailing@printer.com

The maximum number of leads I can buy

every

Need data appends? [Click Here](#)

Cancel

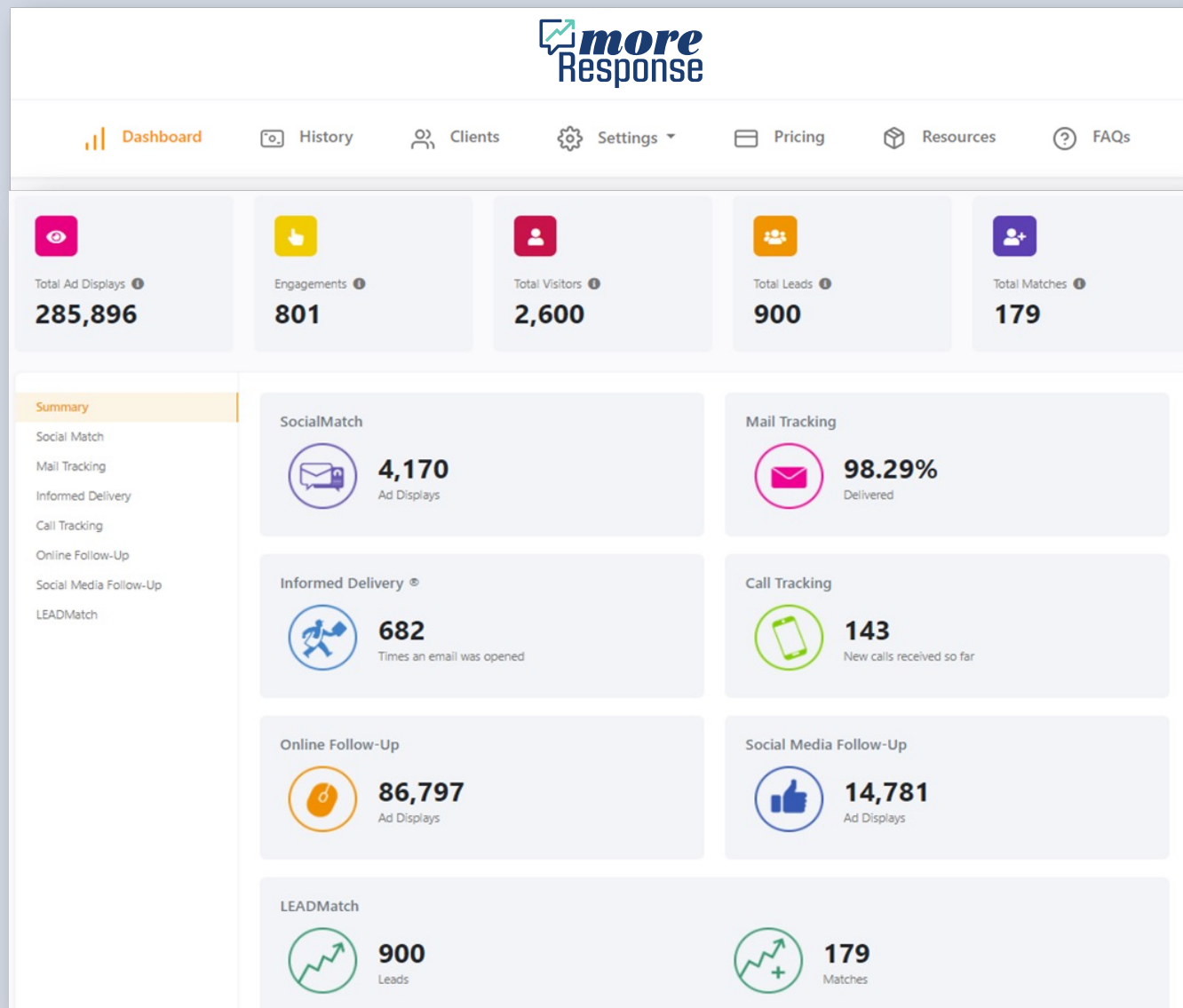
# Direct Mail Retargeting

- Averages 9-18% Response Rates
- Digital Integration Increases Responses by 23-46%



# Dashboard

One Dashboard to see it all.



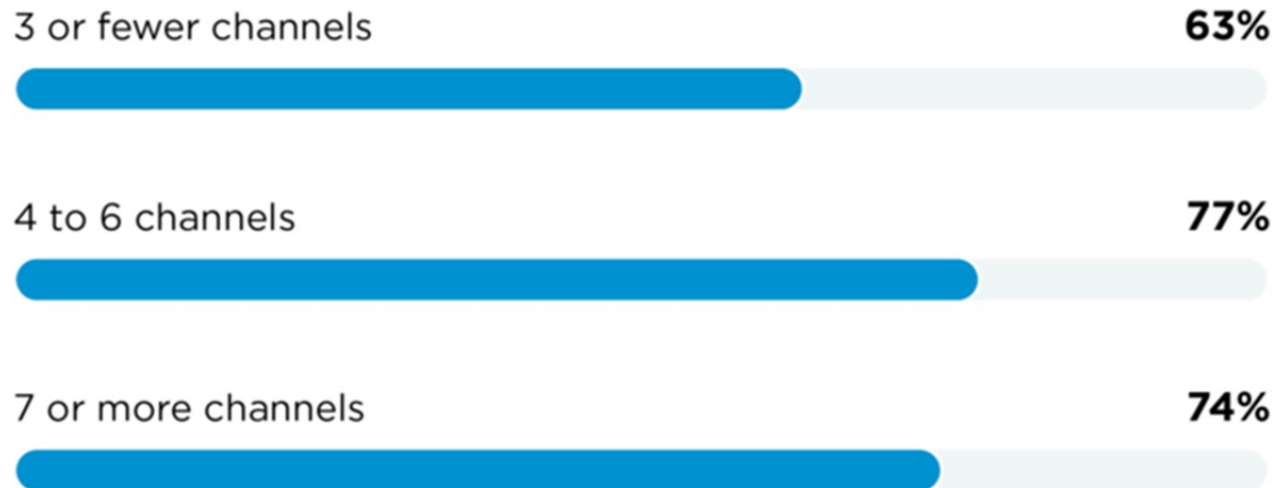


- Average website conversions hover around 2 to 4% –96% of marketing respondents leave your website. (Invesp, 2022)
- Marketers using three or more channels in any one campaign earned a 287% higher purchase rate than those using a single-channel campaign. (Omnisend, 2020)
- Purchase frequency is 250% higher on omnichannel vs. single channel and the average order value is 13% more per order on omnichannel vs. single channel. (Omnisend, 2020)

**23-46% Lift!**

Marketers who use 4 to 6 channels in their multichannel campaigns report the best response rates.

**Percentage of study participants who report good response rates and the number of channels in use.**



Research shows that combining three or more channels delivers an average engagement rate of just under 19%, compared to 5.4% for single-channel campaigns. ~Forbes technology council



# *more* Response



Thank You