



## ENHANCED MAIL TRACKING

**SmartMail** places a bar code on your direct mail piece that makes it possible to track the estimated and actual delivery dates via your **SmartMail Dashboard**. This can be very helpful in making sure you're ready to handle the incoming sales calls your campaign generates.

- Predictability to know when your mail is projected to reach mailboxes, just like a package
- Delivery confirmation down to the per piece level
- Fully integrated with informed visibility and displayed graphically with Google Maps
- Reporting that is synced with **Google Maps** to see a street view of location
- Exportable reporting by city, state and zip code
- **Mail Tracking** offers secure user access to essential postal delivery data
- Know the % of mail that has arrived and the percent left to be delivered
- Be prepared for new calls & online leads
- Retrieve a full report of non-scans
- Search by name if you need to know if a certain individual received your direct mail piece

**The key benefit is you will now be able to use one service for both tracking and marketing and that will save you \$\$.**

