

- Targeted Direct Mail with Integrated Digital Marketing
- See **REAL** Results in **REAL** Time
- Easy Online Personal Dashboard



## 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.



## INFORMED DELIVERY

**Informed Delivery** is a wildly popular service from USPS. Those who sign up receive an email every morning with digital previews of the mail scheduled to arrive in their mailbox. **SmartMail** integration enhances Informed Delivery further by inserting a clickable color ad that provides a direct link to your website or landing page.



## CALL TRACKING

**SmartMail** will provide a special phone number so you can track and record all the calls your mailpiece generates - in **real time**. You will be able to **HEAR** the calls from recorded audio files in the cloud. This helps you better understand how your team is handling the calls and allows you to make on-the-fly modifications to how the calls are handled.



## SMART TARGETING ONLINE FOLLOW-UP

Digital integration starts here. **SmartMail** takes your direct mail campaign and throws it online. When someone visits your website or landing page they will automatically see follow-up ads on thousands of other websites they visit via the **Google Network**. It's an effective way to keep your campaign in front of potential customers until they decide to become one.



## SOCIAL MEDIA FOLLOW-UP

Anyone who visits your website or landing page during your campaign will automatically see your advertising when they scroll through their newsfeed on **Facebook** and **Instagram**. The number of impressions and clicks can be tracked in real time using your personalized **SmartMail Dashboard**.



## SOCIAL MATCH

**SmartMail** will match your direct mail list to their **Facebook** and **Instagram** user accounts. Your list will see advertising with the **SAME** message on their social media feeds - even **BEFORE** they get the mail piece and visit your website.

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When you want to make an impact, **SmartMail** powered by **HOT** delivers results.

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## Available Add-Ons



### LEAD MATCH

Purchase a list of who visits your website and what actions they took. With **LEAD MATCH**, you can capture mail and email addresses of visitors who click on your website or landing page, even if they weren't on your original mailing list. Check out your **SmartMail Dashboard** to track the number of hits your site gets.



### LIST ACQUISITION

Don't have a mailing list? We can identify and acquire mailing lists in order to reach your ideal customer. Including saturation lists based on your selected geographics or targeted lists based on specific demographics, geographics or psychographics.



### GRAPHIC DESIGN

Our professional designers can create stunning mail pieces, **Google** and **Facebook** ads with unique and eye-catching graphics that are sure to stand out and generate results.



### LANDING PAGE

Engage with current and potential customers, capture relevant information and turn leads into sales with a personalized landing page created by our team.