

Dealership For Life MAILPLUS



Direct Mail Evolved.

7 digital technologies designed to take the dominating response of direct mail and achieve even greater marketing **RESULTS**.



SocialMatch



Mail Tracking



Informed Delivery®



Call Tracking



Online Follow-Up
(Google™)



Social Media
Follow up



LEADMatch

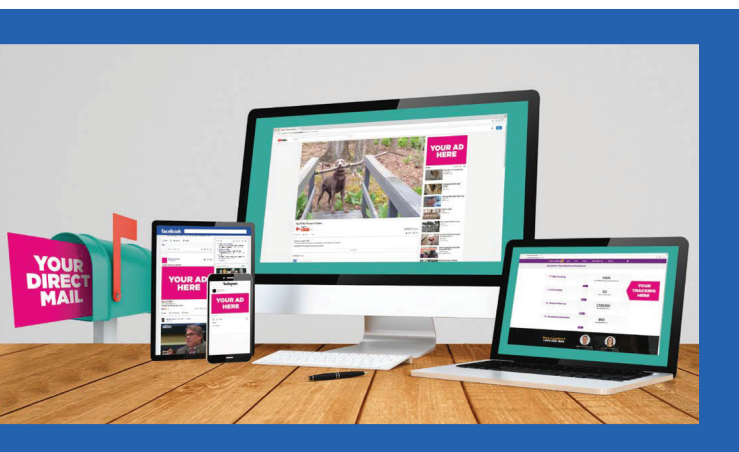


Ever wonder how well your direct mail is working? Struggling to really quantify results and determine return on investment?

Did you know?

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

96%+ will leave the website without taking action.



How it works:

Mail Plus is a marketing based solution that is designed to seamlessly track the effectiveness of your direct mail campaign while enhancing results through the integration of digital platforms like Google, Facebook and Instagram.

What you see on your dashboard...

Plus Much More!

- Export this file to see exactly who is viewing your digital platforms.
- What actions did website visitors take on your website so that you can tailor your message to them based on their actions.
- The total number of visitors who came to your website and were matched back to a postal address (75% on average)
- The number of unique visitors who came to your website, amount of time the ad was viewed and clicked.
- Demographic filters one who is engaging with your ads.

7 Digital Technologies

SocialMatch

- People are more inclined to take action when they've seen your message on social media before receiving your mail piece.
- Pre-match your mailing list to social media accounts and deliver your ads to those people before, during and after your mailing.

Informed Delivery®

- Know exactly how many people are checking their mail digitally
- Increase your impressions by adding a digital ride along image to your gray scale mail piece scan
- Get traffic to your website before the individual even gets home to see the tangible piece

Online Follow-up

- Repetition is key to effective marketing 80% of sales are made between the 8th and 12th contact
- The mail piece directs prospects to your website even if you are not meaning to
- Website visitor receives a "cookie" via Google so that your ads follow them as they browse other sites

LEAD Match

- Receive a list of who came to your website from the mailing list and what actions they took
- Mail to unique visitors who came to your website who WEREN'T on your mailing list
- Never guess again how effective your direct mail campaign was
- Get a list of who came to your website from the mailing list and what actions they took

Mail Tracking

- Predictability to know when your mail is projected to reach mailboxes
- Delivery confirmation down to the per piece level
- Know the % of mail that has arrived and the percent left to be delivered
- Be prepared for new calls & online leads
- Reporting that is synced w/ Google Maps

Call Tracking

- Track the effectiveness of your campaign without human error
- Use a tracking number—every call that comes in is a direct result of your campaign
- Listen to recorded calls
- Refer recorded calls for training and quality assurance
- Recieve full data on who is calling.

Social Media Follow-up

- 70% of people access social media daily
- 43% visit multiple times per day, spending 3-4 hrs per day on Facebook & Instagram alone!
- 84% access social media via their mobile device
- Prospects will see your ad on their newsfeed on any device once logged-in

Mail Plus

\$299 setup per campaign

2,000	\$840.00
5,000	\$0.18 per piece
10,000	\$0.16 per piece
20,000	\$0.13 per piece

Increase Your Direct Mail Campaign **RESULTS** by 23-46%!

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