



DIRECT MAIL MARKETING in **2020**

AHEAD OF THE CURVE



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© Opt@Mail™

MYTH:
Direct Mail is a thing of the past.

TRUTH:
Direct Mail has always worked.

Combining direct mail with today's digital technologies will put you ahead of the curve.

MYTH:
It's impossible to know when your mail will reach mailboxes.

TRUTH:
You can track your mail just like you track your packages.

MAIL TRACKING

- Track mail right down to the individual addressee
- Exportable reporting by city, state and zip code
- Retrieve a full report of non-scans
- Fully integrated with Google Maps to see where and when mail delivers



**NEW +
ENHANCED**

Success Stories

HVAC SERVICE



MAILING

5,000 pieces mailed

RESPONSE

Total Impressions: 43,113

Total Click Backs: 210

Total Calls Received: 17

This campaign had 14 conversions and generated \$4,000 in IMMEDIATE revenue!

ROI = 1,204%

DENTISTRY



MAILING

39,650 pieces mailed

RESPONSE

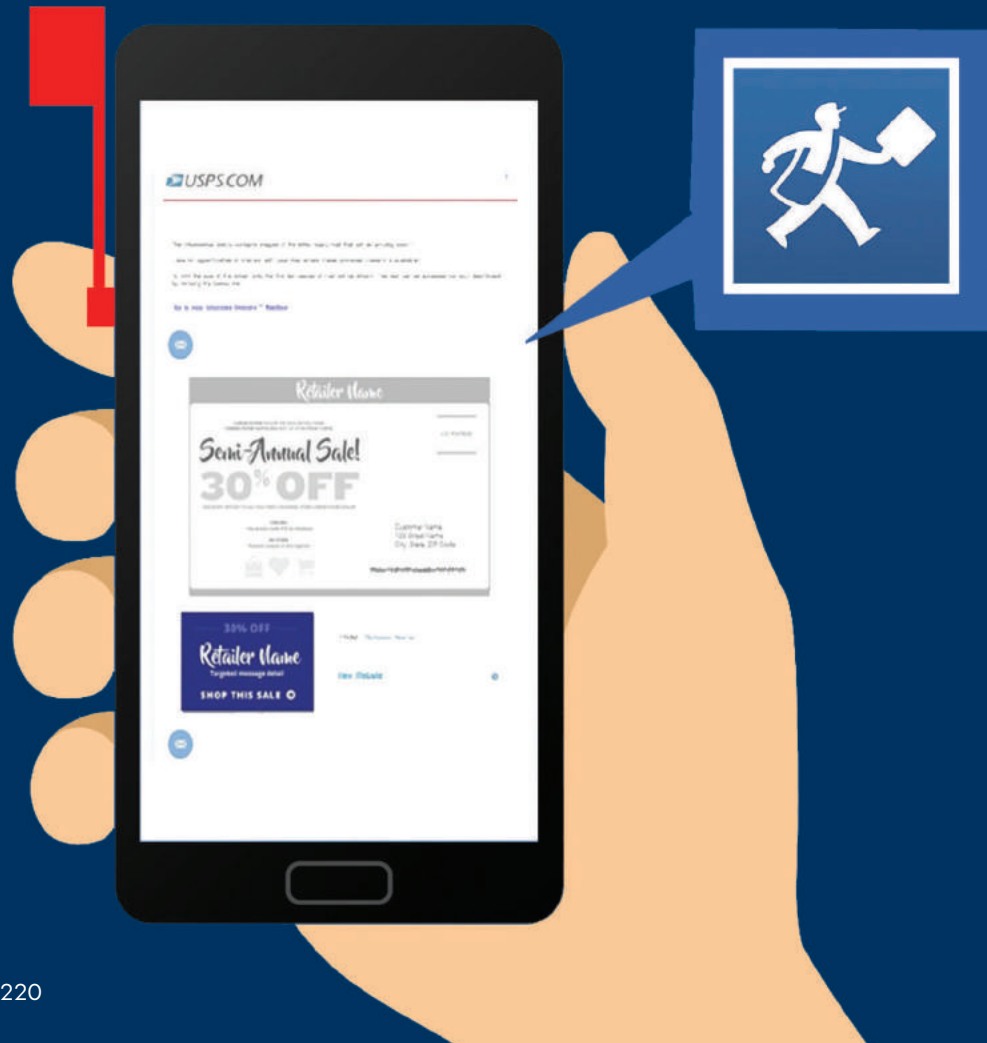
Total Impressions: 1.2 Million

Total Click Backs: 210

Total Calls Received: 759

This dentistry saw a 143% increase in monthly new patients with an average of 68 new patients booking appointments each month!

ROI = 988%



MYTH:
There's no way to know when prospects view their physical mail.

TRUTH:
With Informed Delivery®, now you know!



INFORMED DELIVERY

Opt@Mail is one of the first platforms to fully integrate with Informed Delivery® by USPS®

- Deliver to the addressee via email or alert without having their email address
- Over 86% of people check their Informed Delivery® emails/alerts daily
- Informed Delivery® is adding over 1 million subscribers per month
- Between 7-8% click-through rate
- Fully integrated with Google Maps to see where and when mail delivers



MYTH:
Receptionists and sales reps always ask:
“How did you hear about us?”

TRUTH:
You can't guarantee your sales reps or
receptionists will ask this question but you can
know exactly who calls as a result of your mail
campaign using Opt@Mail.



CALL TRACKING

- Full demographic data on callers
- Visually stunning display isolating each caller on Google Maps
- Secure access to incoming calls and recordings

Success Stories

INSURANCE



Great Rates
on Professional Liability!
Cover Your Firm with Coverage You Can Count On!

FREE quarterly continuing education seminars.
FREE enhanced contract review and pre-claim assistance.

Call Today!

Surveyor
Architect
Engineer

MAILING

8,750 pieces mailed

RESPONSE

Total Impressions: 94,167 Total
Click Backs: 54

**200 TOTAL PHONE
CALLS RECEIVED**

TRANSPORTATION



SUPPORT YOUR LOCAL INDEPENDENT CYCLE SHOP

THE CYCLE SHOP

Everybody asks
"Do you know a great
shop to take my bike to?"
Now you do...

1-877-336-7346

MAILING

11,000 pieces mailed
(5,500 mailed twice)

RESPONSE

Total Impressions: 14,995

**145 TOTAL PHONE
CALLS RECEIVED**

**PROJECTED ROI:
\$36,000**



MYTH:
People ignore online ads.

TRUTH:
Repetition is key to effective marketing—80%
of sales are made between the 8th to 12th contact.



ONLINE FOLLOW-UP

- Per Google Analytics, 96% of visitors will leave your site without taking action
- Re-engage website visitors with multiple impressions of your message
- On average, 26%–42% of re-targeted visitors will return to the website

Success Stories

WEDDING ATTIRE

DENTISTRY

ONLINE AD



POSTCARD



MAILING LIST

Supplied: Brides-to-be

MAILING SCHEDULE

1,000 - 1,500/month X 5 mos

RESPONSE

Total Phone Calls: 77

Total Online Followers: 680

249,047 ONLINE AD IMPRESSIONS



MAILING

39,650

RESPONSE

Total Click Backs: 295

Total phone calls: 319

1,032,156 ONLINE AD IMPRESSIONS



MYTH:
Social media ads aren't as effective as they used to be.

TRUTH:
Social media ads have one of the highest click-through rates of any form of digital advertising.



SOCIAL MEDIA FOLLOW-UP

- 70% of people access social media daily. 43% visit multiple times per day
- Re-engage website visitors by reaching them with multiple impressions on their social media newsfeeds
- 84% access social media via their mobile device

Success Stories

DANCE SCHOOL



FACEBOOK FOLLOWERS:
1600

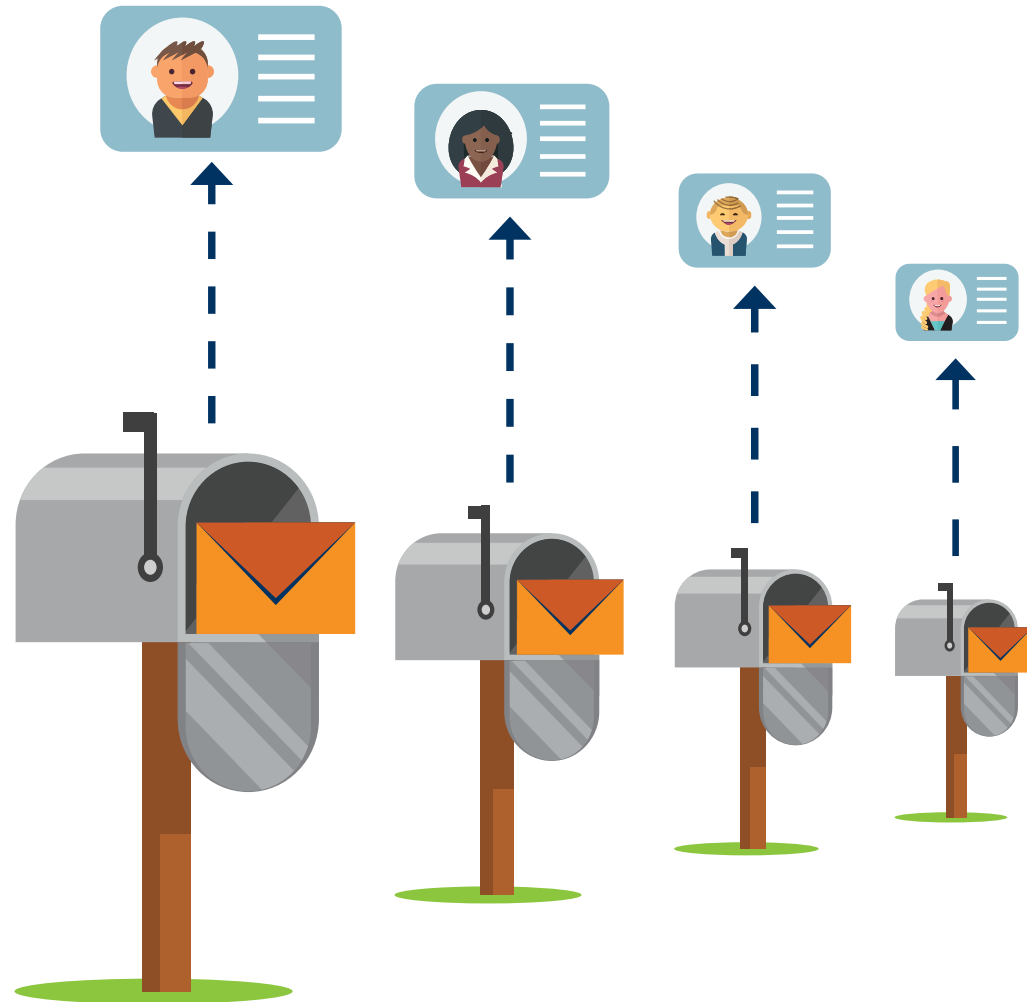
Mailing List Size: 5,002
Impressions: 7572
Clicks: 179

RETAIL



FACEBOOK FOLLOWERS:
1800

Mailing List Size: EDDM
Impressions: 4,712
Clicks: 57



MYTH:
Mailing lists and social media do not get along.

TRUTH:
Opt@Mail's SocialMatch service matches your mailing list to social media profiles using only your name and address.



SOCIAL MATCH

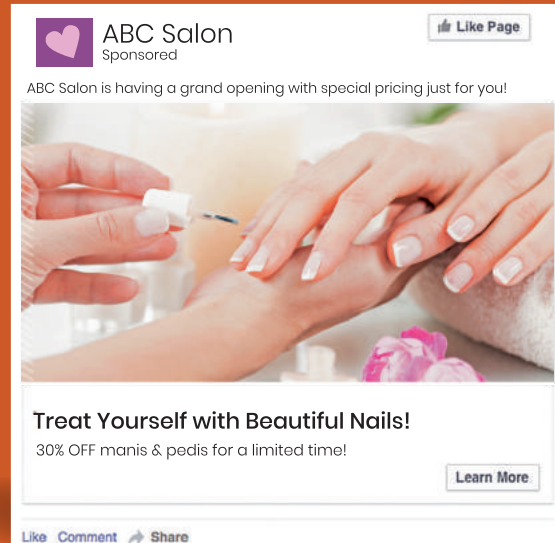
- We pre-match your mailing list to social media accounts and deliver your ads to those people before, during, and after your mailing.
- Increase exposure of your marketing message to only those in the mailing list
- People are more inclined to take action when they've seen your message on social media before receiving your mail piece

Success Stories

Reach mail recipients on social media before mail hits!



YOUR MAILER



YOUR AD ON SOCIAL MEDIA



FINANCIAL

MAILING LIST SIZE:

4,713

FACEBOOK FOLLOWERS: 4000

Impressions: 24,011

Clicks: 62

POLITICAL

MAILING LIST SIZE:

4,713

FACEBOOK FOLLOWERS: 4000

Impressions: 24,011

Clicks: 62



MYTH:

You can't know who from the mailing list went to your website.

TRUTH:

With LEADMATCH, you can know who visited your website as a result of the mailing.



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

ONE dashboard... to see it ALL!



MAIL TRACKING



INFORMED
DELIVERY



CALL TRACKING



SOCIAL MEDIA



TRUTH:

**Opt@Mail will revolutionize the mailing industry
and keep you ahead of the curve.**



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snapcreativemarketing.com | 908.441.6220

