



pixa post

Direct Mail Reimagined



PIXA POST

Direct Mail Reimagined



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

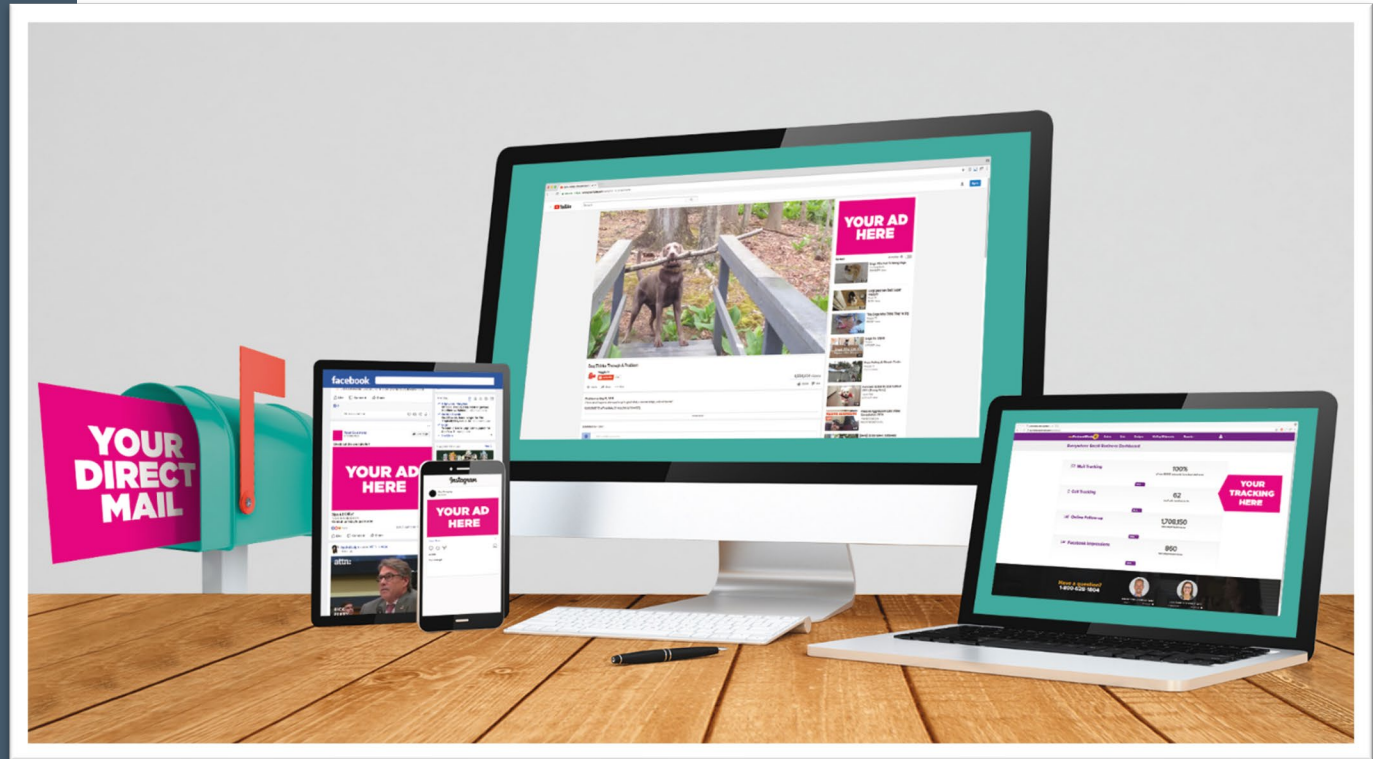
Did You Know?

90% of interested people will visit a website before calling

96%+ will leave the website without taking action

Here's How it Works:

[PRODUCT NAME] 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 are the most effective channels to integrate with direct mail to get the best results?



SocialMatch



Mail Tracking



Informed Delivery®



Call Tracking



Online Follow-Up
(Google™)



Social Media
Follow up



LEADMatch

SOCIALMATCH

People are more inclined to take action when they've seen your message on social media before receiving your mail piece.



SOCIALMATCH

Pre-match your mailing list to social media accounts and deliver your ads to those people before, during, and after your mailing.

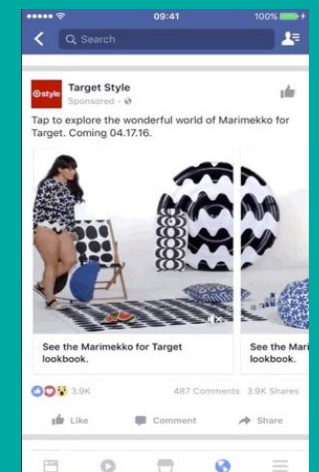
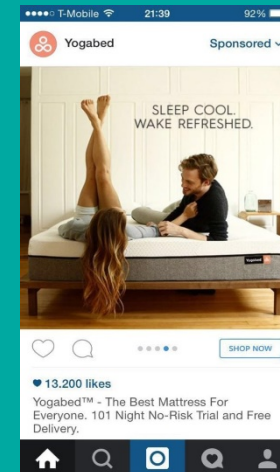
Mailing List



Match Found



Match Found





SocialMatch

CAMPAIGN CALENDAR

SEPTEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	28  	29 	30 	31 	1  	2 
3 	4 	5 	6 	7 	8 	9 
11  	12 	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 

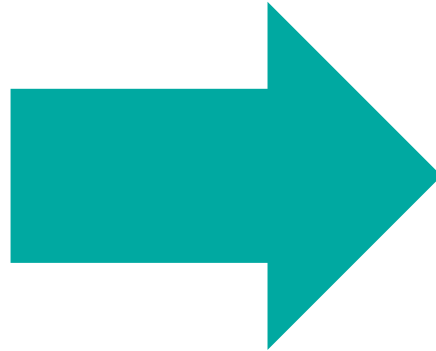
SocialMatch is a 14-day program which will begin on the mail date.

-  = MAIL OUT DATE
-  = MAIL HITS
-  = SOCIALMATCH
-  = GOOGLE & SOCIAL MEDIA FOLLOW-UP



YOUR POSTCARD

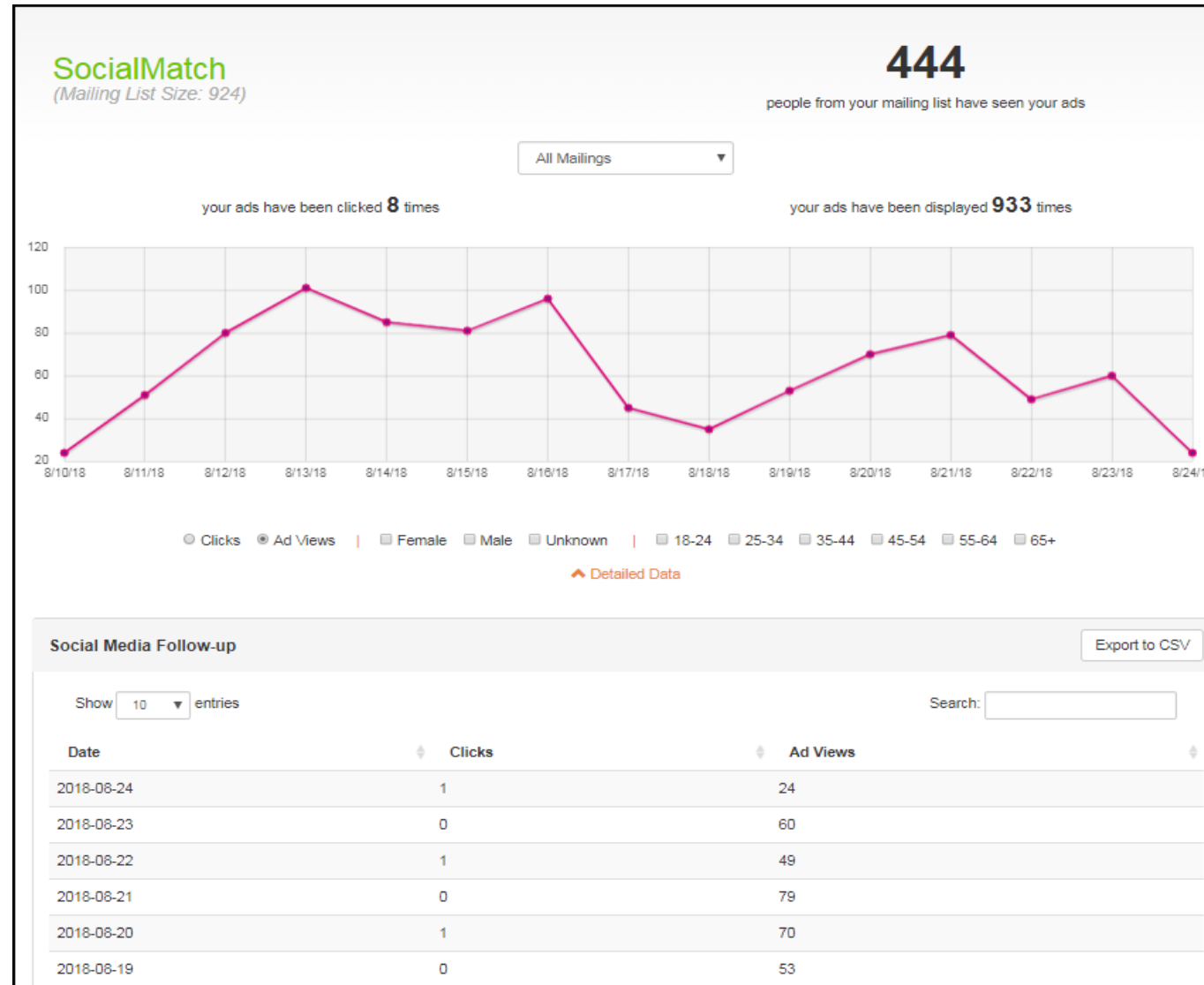
Repetition is crucial to marketing success and SocialMatch delivers that repetition like never before.



A social media ad for ABC Salon. At the top left is the ABC Salon logo (a pink heart) and the text "ABC Salon Sponsored". At the top right is a "Like Page" button. Below this is the text "ABC Salon is having a grand opening with special pricing just for you!". The main image is a photograph of a manicure. Below the image is the text "Treat Yourself with Beautiful Nails!" and "30% OFF manis & pedis for a limited time!". At the bottom right is a "Learn More" button. At the very bottom are the options "Like Comment Share".

YOUR AD ON SOCIAL MEDIA

SocialMatch Dashboard



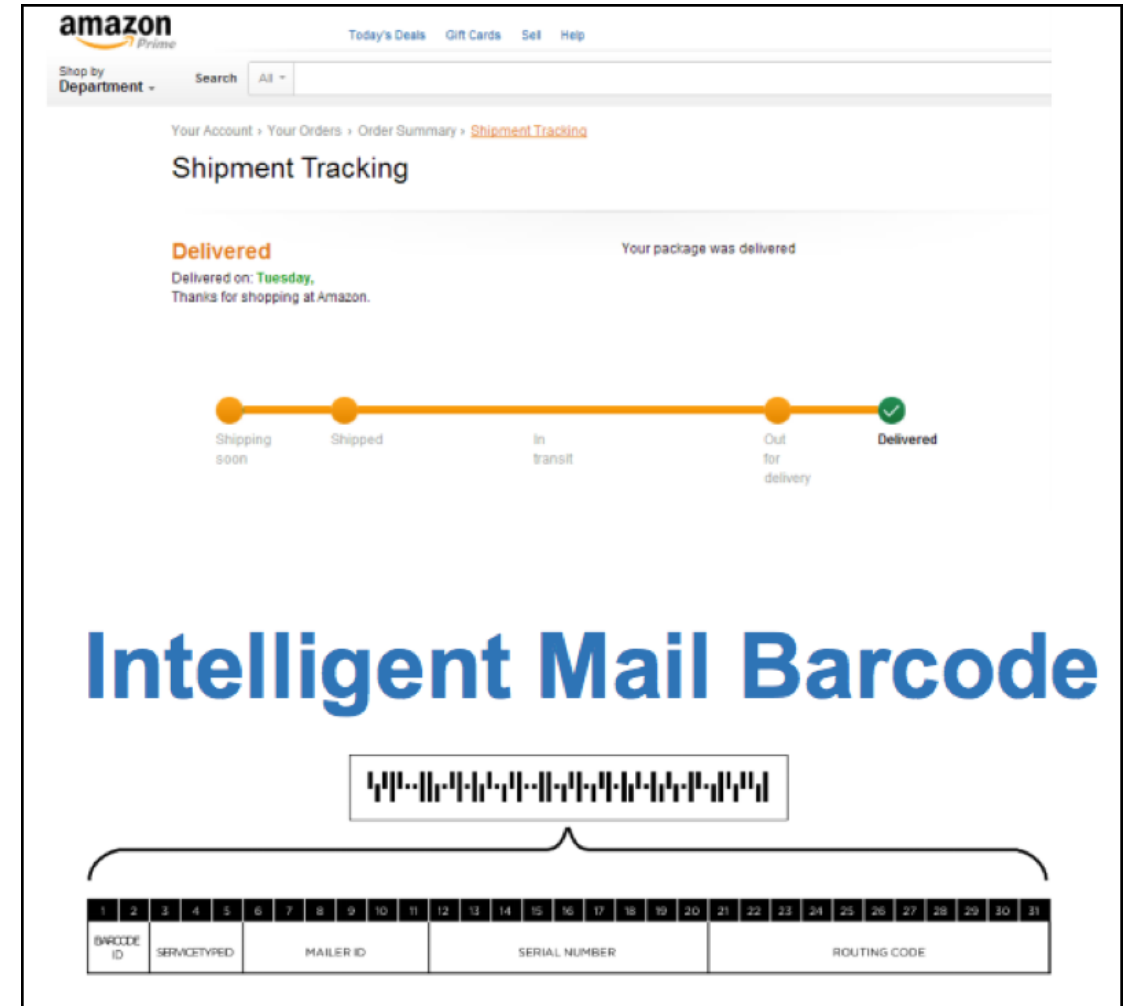
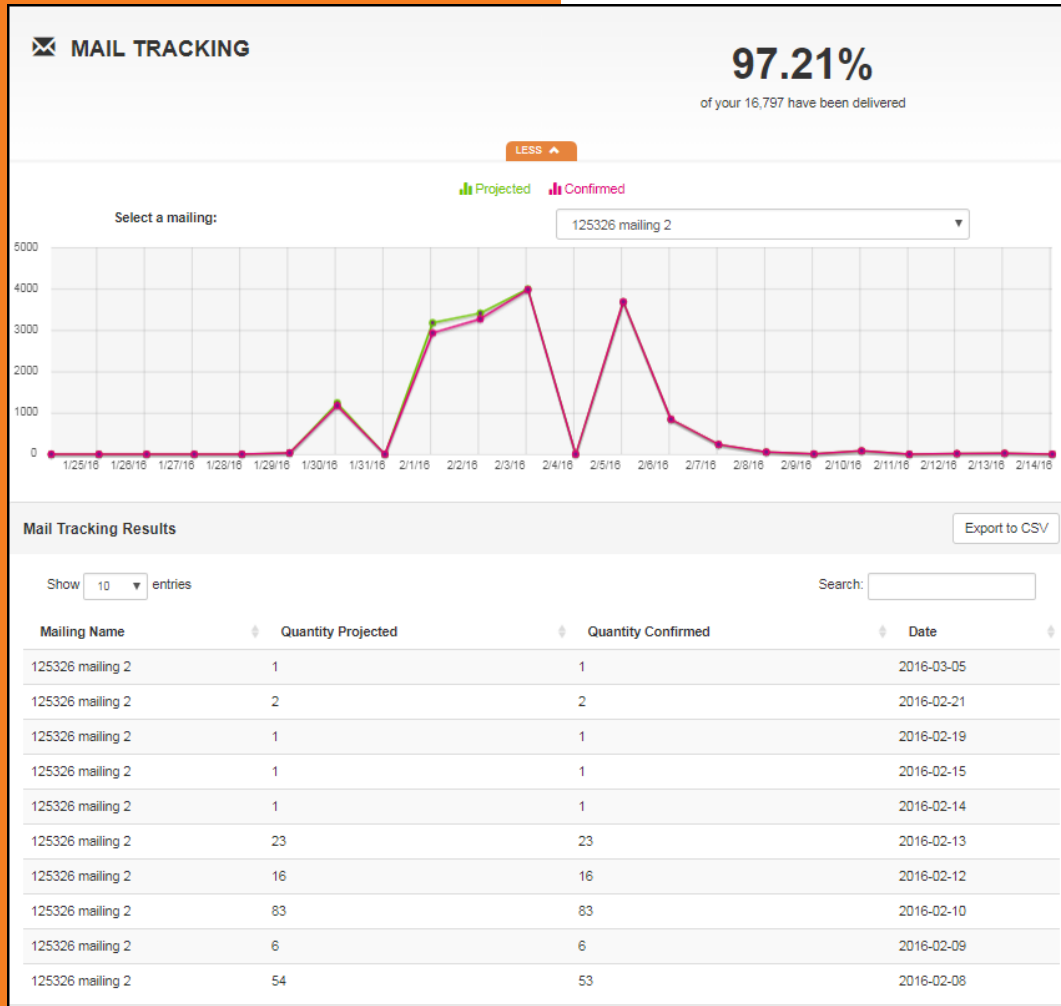
MAIL TRACKING

- 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



MAIL TRACKING

PREDICT and CONFIRM when your mail reaches mailboxes – just like a package



MAIL TRACKING


SEARCH down to the individual piece

MAIL TRACKING **99.89%**
of your 923 have been delivered

LEADS

Map Chart

Map Satellite



Track Reports

Mailing Address

Date Range Type City State Zip

First Name Last Name County

Track Reset Export

Track Reports

Mailing Address

Date Range Type City State Zip

First Name Last Name County

Track Reset Export

Show 10 entries Search:

Name	Address	City	State	Zip	County	Mailed	Delivered
BRUCE CUMMINGS	2711 ZION RD	Northfield	NJ	08225-1052	Atlantic County	2018-09-29	2018-09-30
MARK SCHUTZ	PO BOX 338	Mays Landing	NJ	08330-0338	Atlantic County	2018-09-30	2018-10-04

Track Reports

Mailing

Mailed Delivered Non-Scan

Zip City County State Date

Export

Show 10 entries Search:

Date	Mailed: 1,844	Delivered: 1,844	Non-scan: 0
2018-09-29	449	449	0
2018-09-30	932	932	0
2018-10-01	180	180	0
2018-10-02	231	231	0
2018-10-03	215	215	0
2018-10-04	177	177	0
2018-10-05	80	80	0

MAIL TRACKING

See a STREET VIEW of the location

The screenshot shows a mail tracking interface. At the top, there is a map view with a satellite overlay. A red pin is placed on a location, and a pop-up box displays the following information:

BRUCE CUMMINGS ✕
2711 ZION RD
Northfield, NJ 08225-1052
Atlantic County
Mailed: 2018-09-29
Delivered: 2018-09-30

Below the map, there are tabs for "Track" and "Reports". The "Track" tab is active, showing a form with the following fields:

- Mailing: [Dropdown]
- Address: [Text Input]
- Date Range: [Text Input]
- Type: [Dropdown, set to "Delivered"]
- City: [Text Input]
- State: [Dropdown]
- Zip: [Text Input]
- First Name: [Text Input]
- Last Name: [Text Input]
- County: [Dropdown, set to "Atlantic County"]

Buttons for "Track", "Reset", and "Export" are located below the form. At the bottom, there is a table with the following data:

Name	Address	City	State	Zip	County	Mailed	Delivered
BRUCE CUMMINGS	2711 ZION RD	Northfield	NJ	08225-1052	Atlantic County	2018-09-29	2018-09-30
MARK SCHUTZ	PO BOX 338	Mays Landing	NJ	08330-0338	Atlantic County	2018-09-30	2018-10-04

The screenshot shows a mail tracking interface. At the top, there is a street view image of a residential street. A red pin is placed on a location, and a pop-up box displays the following information:

2704 Zion Rd
Northfield, New Jersey
View on Google Maps

Below the street view, there are tabs for "Track" and "Reports". The "Track" tab is active, showing a form with the following fields:

- Mailing: [Dropdown]
- Address: [Text Input]
- Date Range: [Text Input]
- Type: [Dropdown, set to "Delivered"]
- City: [Text Input]
- State: [Dropdown]
- Zip: [Text Input]
- First Name: [Text Input]
- Last Name: [Text Input]
- County: [Dropdown, set to "Atlantic County"]

Buttons for "Track", "Reset", and "Export" are located below the form. At the bottom, there is a table with the following data:

Name	Address	City	State	Zip	County	Mailed	Delivered
BRUCE CUMMINGS	2711 ZION RD	Northfield	NJ	08225-1052	Atlantic County	2018-09-29	2018-09-30
MARK SCHUTZ	PO BOX 338	Mays Landing	NJ	08330-0338	Atlantic County	2018-09-30	2018-10-04

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



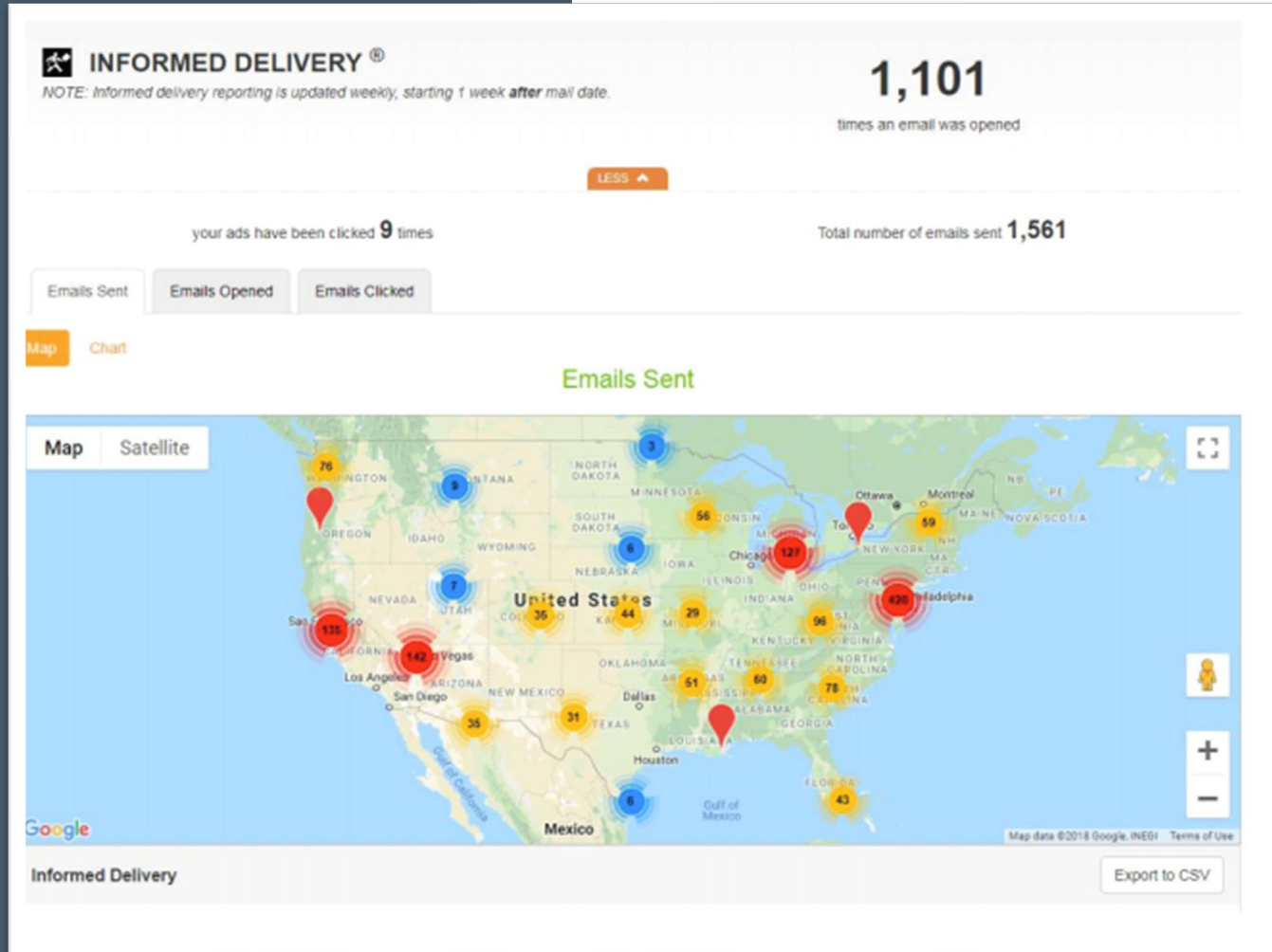
INFORMED DELIVERY®



- Approximately 14.5 million people are signed up with Informed Delivery
- Sign-ups are increasing by about 1 million people per month
- 86% of people who are signed up open their alerts/emails daily
- Informed Delivery has an average of 7-8% click through rate

INFORMED DELIVERY[®]

What's in Your Mailbox?



COMING TO YOUR MAILBOX SOON.

[View all mail on dashboard >](#)

Scanned mailpiece

Retailer Name

LOREM IPSUM DOLOR THE SALE DETAILS HERE.
CONSECTEUR ADIPISCING ELIT. UT AT RUTRUM TURPIS.

Semi-Annual Sale!
30% OFF

DISCOUNT APPLIES TO ALL FULL-PRICE SEASONAL ITEMS LOREM IPSUM DOLOR.

ONLINE:
Use promo code XYZ at checkout

IN STORE:
Present coupon at the register.

Customer Name
123 Street Name
City, State, ZIP Code

30% OFF

Retailer Name
Targeted message detail

SHOP THIS SALE

FROM Retailer Name

[Learn More >](#)

Ride-along Image

Detailed description: This is a simulated mailbox interface. At the top, it says 'COMING TO YOUR MAILBOX SOON.' with a link to 'View all mail on dashboard'. A blue arrow points to a 'Scanned mailpiece' which is a promotional email from 'Retailer Name' for a 'Semi-Annual Sale! 30% OFF'. Below the mailpiece is a 'Ride-along Image' showing a targeted message detail with a '30% OFF' banner, the retailer name, and a 'SHOP THIS SALE' button. To the right of the ride-along image, it says 'FROM Retailer Name' and a 'Learn More' link.

CALL TRACKING

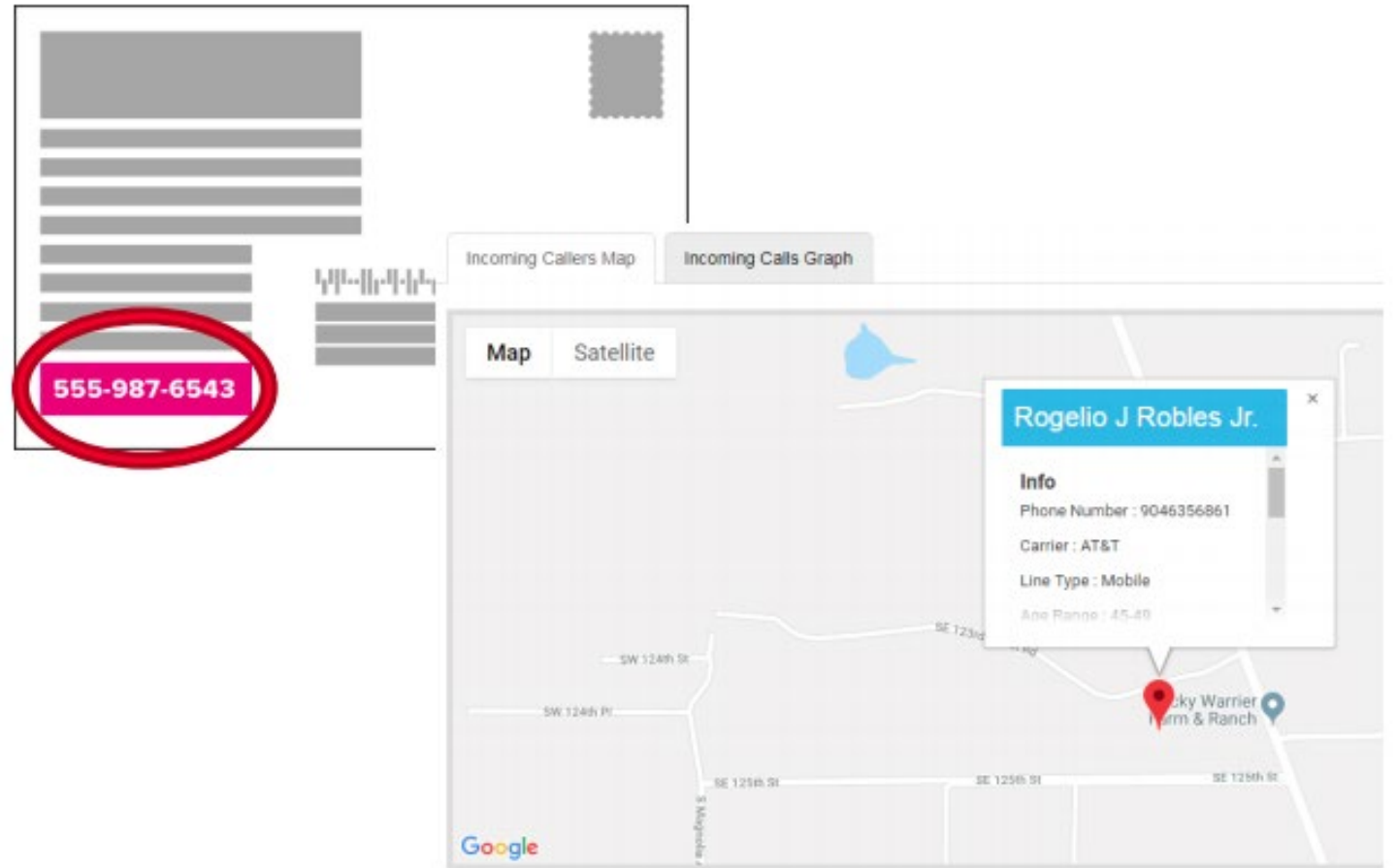
- Track the effectiveness of your campaign without human error
- Use a tracking number—every call that comes in is a direct result of your campaign
- Listen to recorded calls
- Refer recorded calls for training and quality assurance



CALL TRACKING

Get a local or toll free number for your direct mail campaign. Every call that comes in will be tracked and recorded.

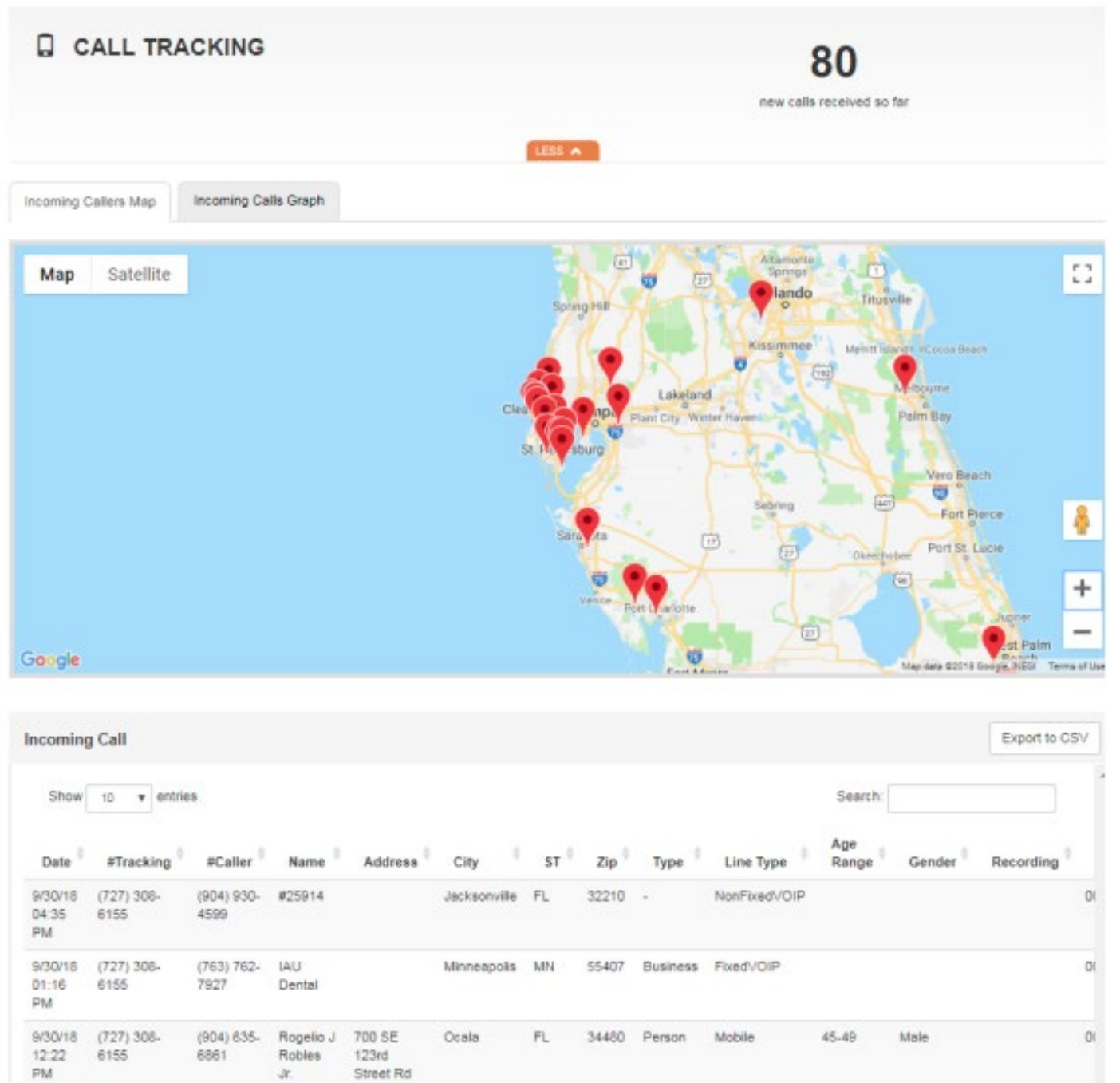
Receive full data on WHO is calling in.



9/30/18 12:22 PM	(727) 308- 6155	(904) 635- 6861	Rogelio J Robles Jr.	700 SE 123rd Street Rd	Ocala	FL	34480	Person	Mobile	45-49	Male
9/30/18 10:24 AM	(727) 308- 6155	(305) 892- 4130	Kenneth P H Gibson	824 NE 125th St	North Miami	FL	33161	Person	Landline	55-59	Male

CALL TRACKING

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



ONLINE FOLLOW-UP

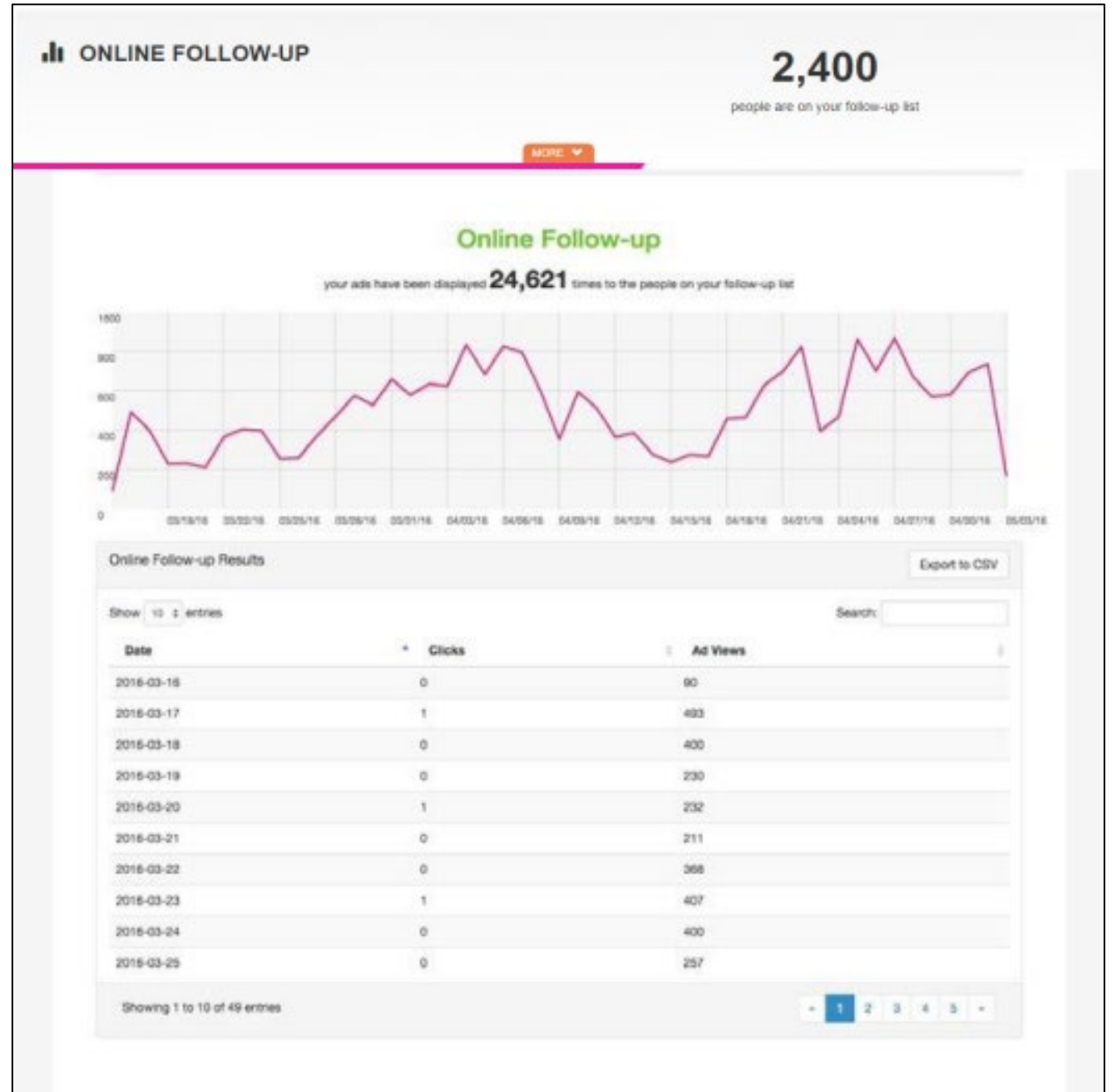
- Repetition is key to effective marketing - 80% of sales are made between the 8th and 12th contact
- The mail piece directs prospects to your website even if you are not meaning to
- Website visitor receives a “cookie” via Google so that your ads follow them as they browse other sites



ONLINE FOLLOW-UP

What You See on Your Dashboard

- The number of unique visitors who came to your website
- The number of times your ad has been viewed by the people on your follow-up list
- The number of times that your ad has been clicked



ONLINE FOLLOW-UP

- Website visitors who are retargeted with display ads are 70% more likely to convert on your website
- With retargeting, the percentage of users who return and complete conversion process increases to 26%
- In one study, retargeted ads led to a 726% lift in site visitation after four weeks of retargeted ad exposure

REMEMBER: 96% of visitors LEAVE without TAKING ACTION



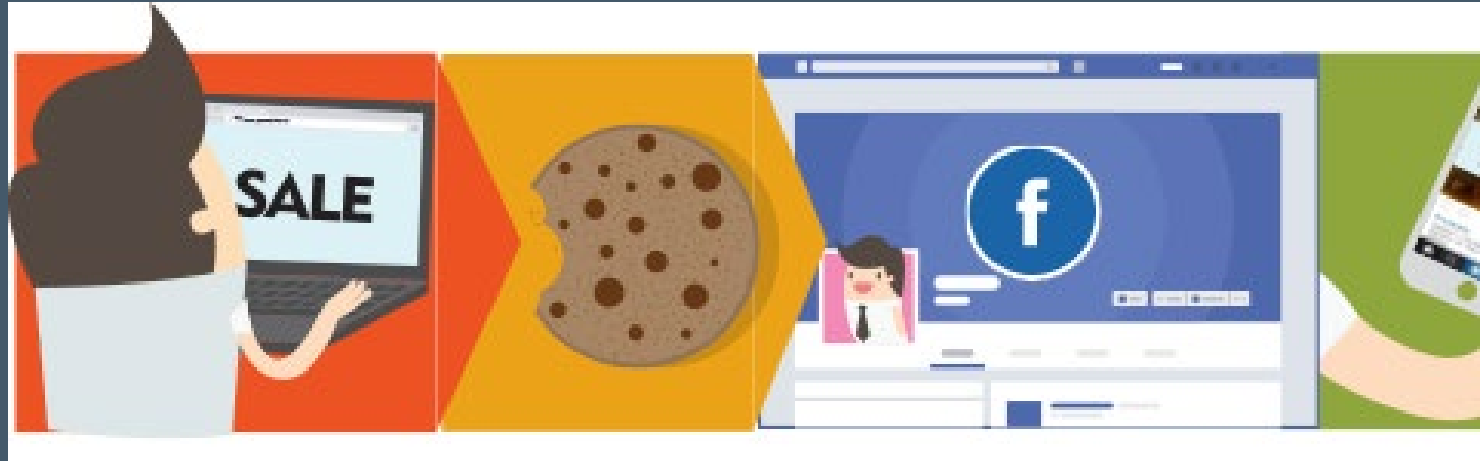
SOCIAL MEDIA FOLLOW-UP

- 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
- The fastest growing new profile demographic on Facebook is age 65 and up

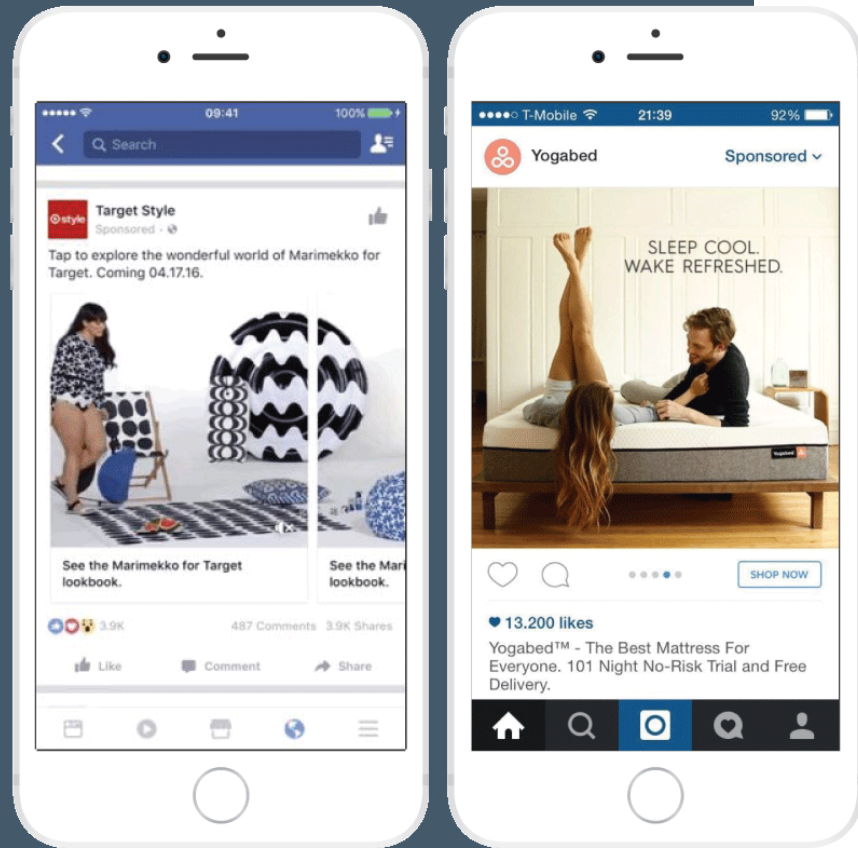


SOCIAL MEDIA FOLLOW-UP

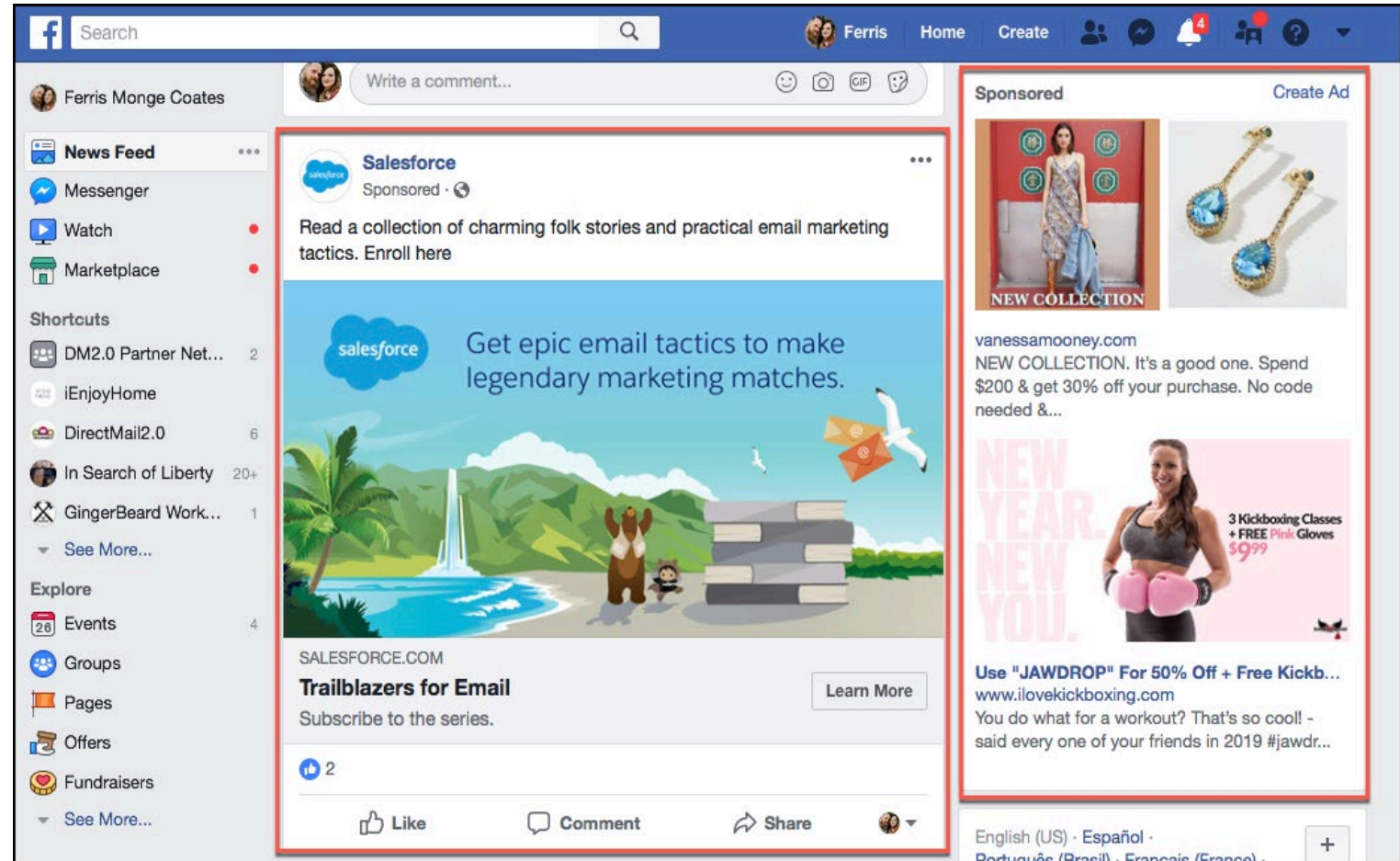
- Website visitors will receive a cookie on their Facebook and Instagram profile
- Prospects will see your ad on their newsfeed on any device once logged-in
- Re-engage website visitors by reaching them with multiple impressions on their Facebook & Instagram newsfeeds



WHAT THEY SEE



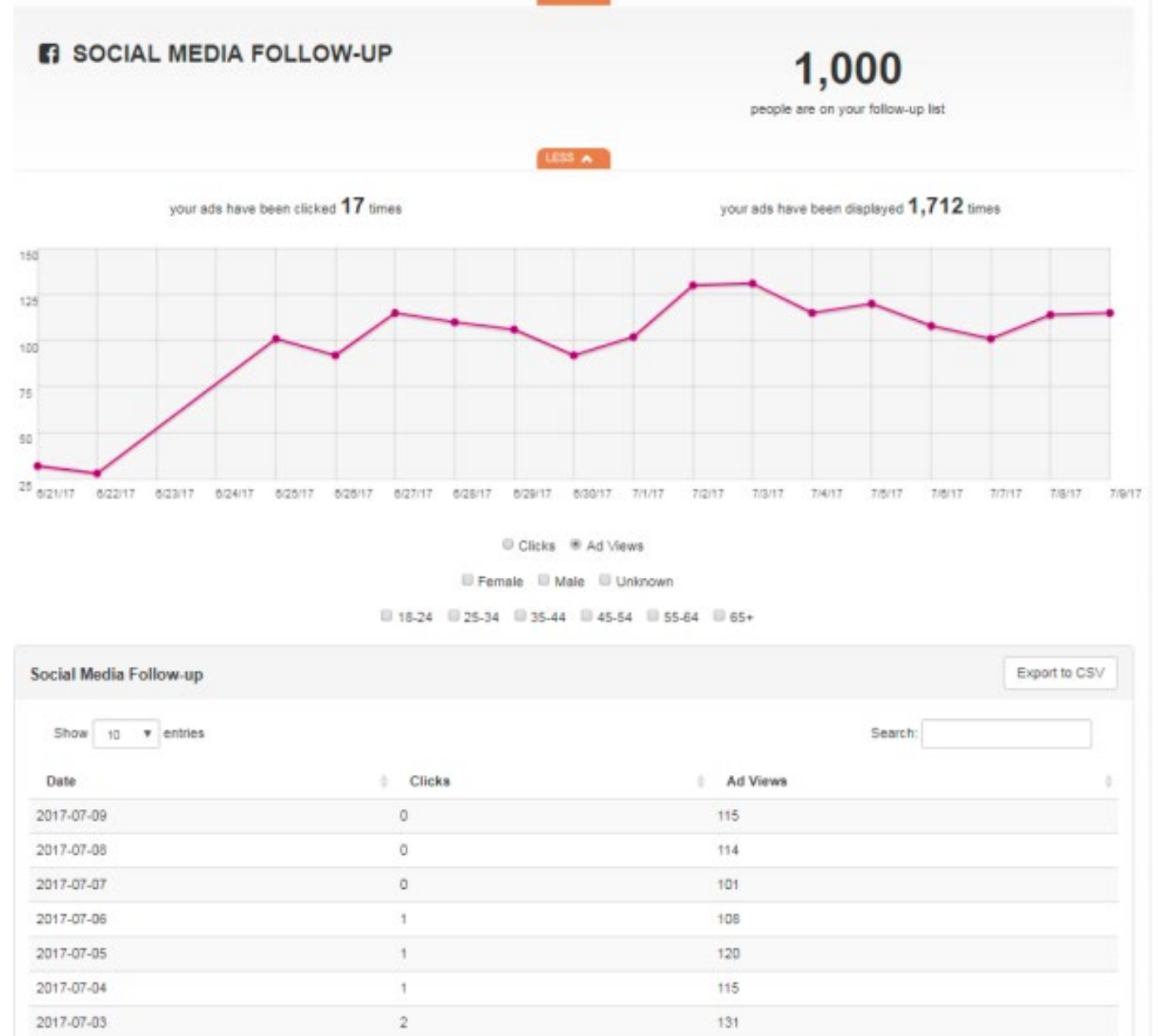
Unique visitors that are identified as social media users will be retargeted on their social media newsfeeds.



SOCIAL MEDIA FOLLOW-UP

What You See on Your Dashboard

- The number of unique visitors to your website who have been recognized as active Facebook & Instagram users
- The number of times your ad has been viewed by the people on your follow-up list
- The number of times that your ad has been clicked
- Demographic filters on who is engaging with your ads (age and gender)



LEADMATCH

- 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



LEADMATCH

Is an advanced measurement solution system able to track and record exactly who visited your website as a result of your mailing, regardless of whether or not they took an action.

In addition, LEADMatch gives you the opportunity to mail to website visitors who came not as result of your mailing.

LEADMatch system can be bucketed into two main categories:

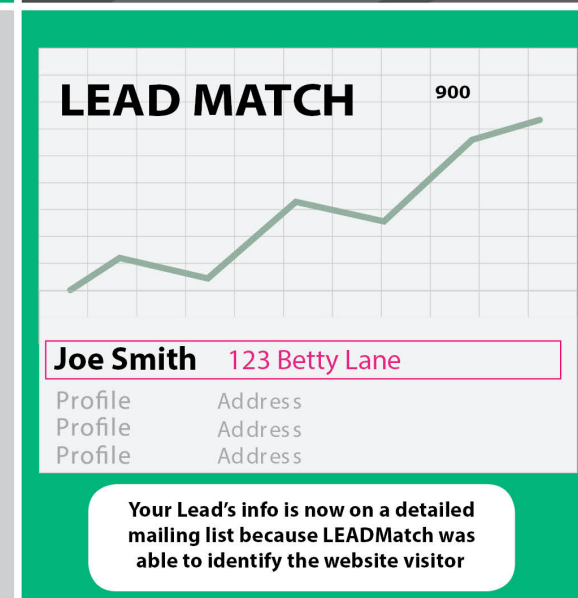
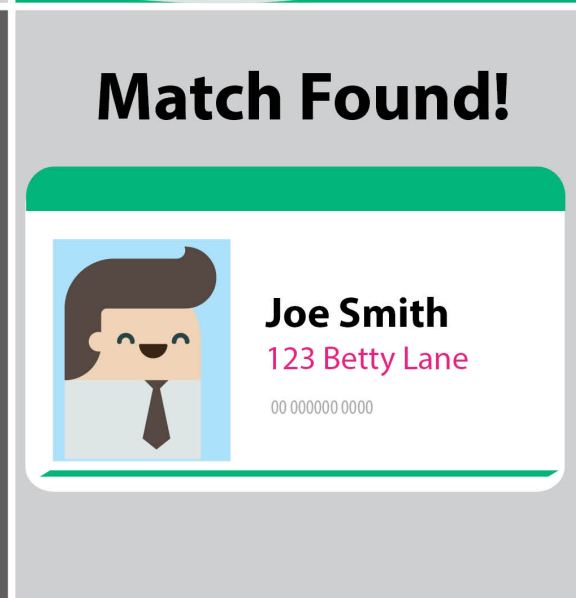
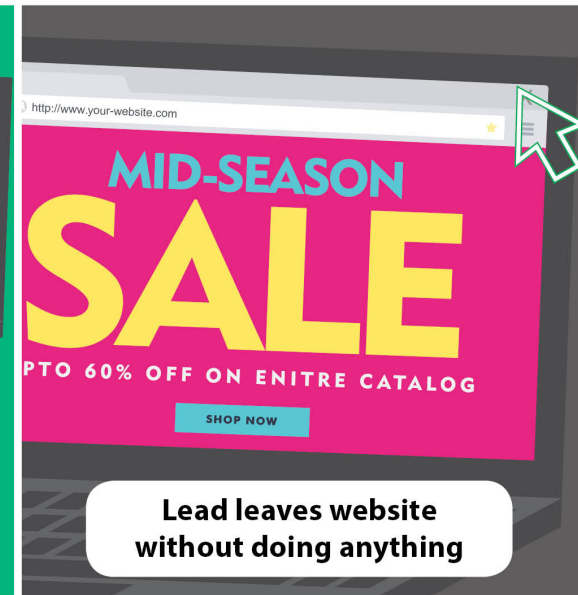
- Measurement/Attribution
- Building a mailing list of unique website visitors



LEADMATCH

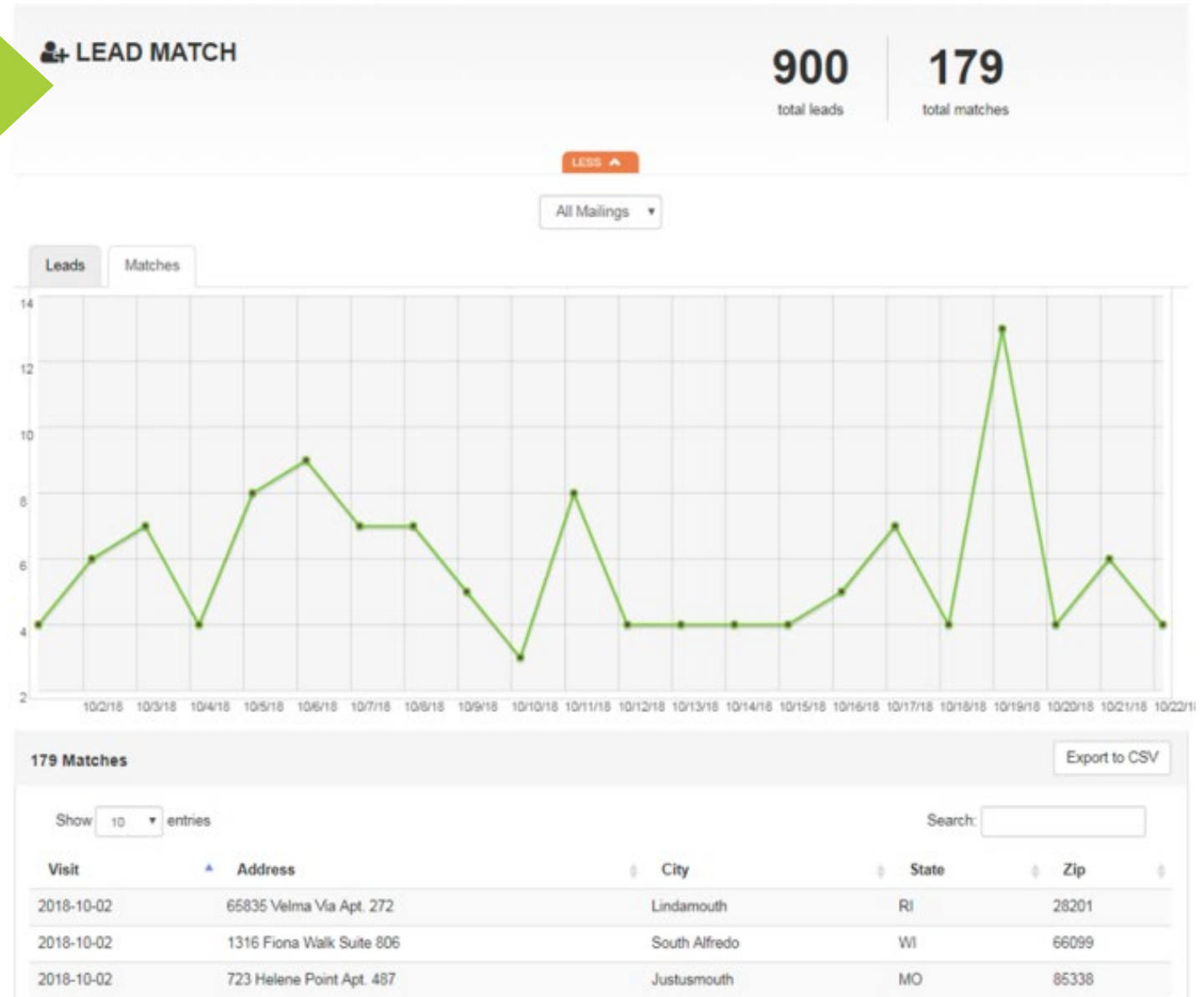
Get a list of who came to your website from the mailing list and what actions they took

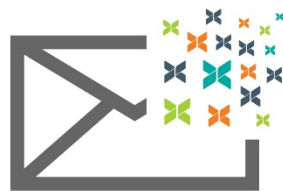
Mail to unique visitors who came to your website who weren't on your mailing list



What You See on Your Dashboard

- The total number of visitors who came to your website and were matched back to a postal address (75% on average)
- Mail to this file
- The number of visitors that came to your website who were also on your mailing list
- Export this file to see exactly who these people are
- What actions did website visitors take on your website so that you can tailor your message to them based on their actions





pixa post

Enhance results of direct mail campaigns by an average of
23-46% through integrated marketing strategies

QUESTIONS?





4050 E Cotton Center Blvd, Suite 68 Phoenix, AZ 85040