

Mail Tracking Services

In recent years, technology has become an integral part of every direct mail campaign. With the evolution of US Postal Service's Intelligent Mail Barcode(IMB)™, the technology is in place to track each and every automated and barcoded piece of mail from the initial post office entry point to the recipient's mailbox.

ITP has partnered with Snailworks™ to offer a platform that efficiently tracks your direct mail campaign, using data that the Intelligent Mail Barcode(IMB)™ provides. With Snailworks™

MailTracking, your processed mailing list is imported into the Snailworks™ software platform prior to ITP delivering your mail to the post office.

Once ITP's local post office enters your mailing into their system, simply log on to ITP's account and access your mailing data immediately. The "real-time information" allows you to track mailings from the first scan at the post office, to the last scan and actual delivery. Easy-to-access reports give you the ability to determine if delivery is on-time or behind schedule and where you may need to implement additional marketing efforts if your campaign isn't performing as expected.

Powered by



ITP's direct mail tracking, powered by Snailworks™, provides the ability to:

- **CONFIRM** your mail's in-home delivery dates and know specific days your message is reaching mail recipients
- **ANTICIPATE** when a response will come from mail recipients
- **TRACK** response times and conversion rates for direct mail
- **TROUBLESHOOT** slow delivery areas and better track undeliverable mailpieces and update your files
- **FOCUS** and synchronize follow-up and other integrated marketing efforts to mail recipients
- **IMPROVE** overall response rates, customer acquisition and geographic targeting
- **RECOGNIZE** trends in delivery timeframes and adjust future mail drop dates to improve response
- **DETERMINE** future cash flow, order projections and staffing needs based on delivery and response dates

To learn more about our mail tracking services or how to set up tracking for a specific project, visit www.itpofusa.com, email info@itpofusa.com or contact your sales representative at 866-487-8506.



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