

Multi-Channel Marketing

with print + auto-triggered emails



Here's how it works:

- mailpiece goes out with Intelligent Mail Barcode (IMB)
- the IMB enables mail tracking: the USPS scans the pieces at various stages in the mail stream
- the pertinent scan is the last one, made at the last Sectional Clearing Facility (SCF) where all the mail pieces for a given branch are put in carrier route order
- just FYI, 99% of all delays in mail delivery happen long before this final SCF step – by the time the mail piece arrives here, the USPS software knows exactly when it will be delivered to the recipient
- we link with that software, and have it auto-trigger a follow-up email: “Hey Joe, did you get my postcard yesterday? Bet you trashed it, didn’t you? But don’t worry if you did – you can just click [here...](#)”
- this “click here” can take the recipient to your website, or to a custom landing page, or even to a Personalized URL (PURL) – where there are more options to engage.
- here’s what happens: the recipient sees the mail piece... maybe she reads it, maybe she sets it aside for later, maybe she throws it away – but regardless, a “branding connection” happens – she at least sees the logo, the colors, maybe even the main message. She gets an impression, if only subconsciously.
- when the email arrives next day, and refers to this same postcard specifically, there is an amplified connection – and she is more likely to respond to the call to action.
- studies suggest that direct mail + triggered email follow-up garners 38% higher response rate than email or mail alone. [Source: Infotrends 2014]

