WebDM | Multi-Channel Engagement & Results Platform

WebDM powers multiple outreach and performance tracking technologies through a multi-channel platform to enhance consumer engagement and provide results attribution for your direct mail campaigns.

Additional Channel Engagement:

Social Media Match & Online Display

Match your direct mail audience with known Facebook, Instagram or online users to display an ad before, during, and after your direct mail piece hits mailboxes. Increase your campaign ROI and reach your audience more often and in multiple channels.

Lead Analyzer

Identify anonymous website visitors and capture their name as well as postal and email addresses. Once you've identified these previously anonymous visitors, retarget them via email, paid social media, display, and even direct mail campaigns. Engage with users that have raised a hand showing interest by visiting your website even if they didn't fill out a form or purchase. Unique URL & Landing Pages.

Retargeting - Email & DM Trigger Campaigns

Use our integrated campaign tracking performance tools to identify individuals that show interest but do not buy and contact them again via direct mail, email, social media and online digital campaigns.

OPENS

CLICKS

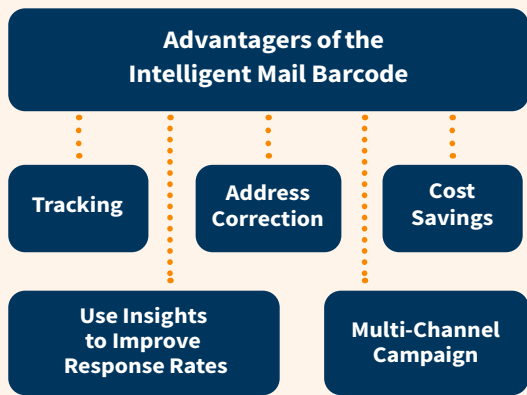ENGAGEMENT

CONVERSION

(over, please)
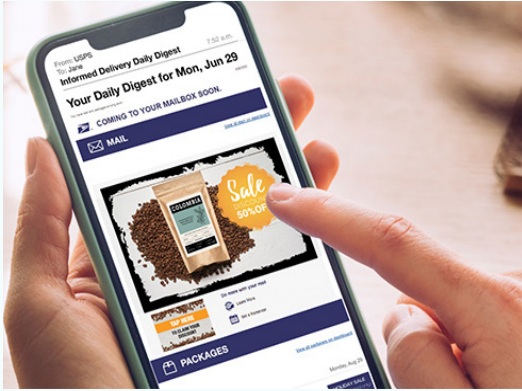
USPS Informed Delivery

Increase customer engagement with your mail piece by creating an Informed Delivery ad. USPS consumers who have signed up for Informed Delivery will receive a daily email preview of the mail being delivered in their mailbox that day. Grab those users' attention early by creating an interactive campaign where recipients will see a color ad and can click on the ad from their email. There are more than 50 million consumers signed up with Informed Delivery. Nearly half of all users indicate they recall seeing their preview within the daily email and are more likely to read the mail.

Performance Tracking:

Advantagers of the Intelligent Mail Barcode

- Tracking
- Address Correction
- Cost Savings
- Use Insights to Improve Response Rates
- Multi-Channel Campaign

IMB Mail Piece Tracking

Ensure that you are best prepared to handle the new leads from your mail campaign through IMb tracking. USPS reports provide transparency on mail delivery across the country. Based on scan data provided by the USPS, we can anticipate when a mail piece will reach mailboxes, so you are prepared to handle responses to your direct marketing campaign and/or initiate other integrated timed campaigns.

QR Codes

QR Codes are an effective means to track how a consumer interacts with a mail piece. Marketers can direct the consumer to any landing page or website. You can enhance your QR Code and tracking by incorporating a Personalized QR Code, so we know exactly who showed interest by scanning the code. Our dashboard will display the name, date and time of each responder to a PQR campaign. Easily compute effectiveness of campaigns with real time reporting, then add those hand raisers to a retargeting trigger campaign to continue engagement with them.

scan now!

Unique URL & Landing Pages

Save your audience time and improve their experience with your website by serving uniquely relevant content and prefilling forms for them. A URL with mail codes will allow a marketer to display unique messaging on a landing page to a user based on demographic or geographic data. Prefill an online form with the users mailing address, add a "call me now" icon or capture donations via a donate now features to your landing page. Even better, this touch-point can be integrated with a Personalized QR code campaign so that you capture the names and addresses of users that scan but don't act.

Call Tracking

Understand when your direct mail campaign is making your phones ring. The use of a unique tracking phone number will enable marketers to easily identify the source of inbound phone traffic. In addition, all calls are recorded with the ability for playback. Choose from a local number or toll-free number for your campaigns, with the ability to route calls to an existing landline or mobile number, so you never miss a lead. Use multiple phone numbers to track effectiveness across channels or A/B testing within campaigns.

DirectMail.com™
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Let us help you launch your business to the next level.

1-866-477-1918

5540 Ketch Road • Prince Frederick, MD 20678