



Our Post Analytics program is a very valuable tracking feature we can add to your custom solo postcard direct mail program. This feature allows you to track coupon redemption, capture demographic and geographic information associated to the customer's address and evaluate the overall effectiveness of your direct mail campaign. This information is compiled into a post mailing report giving you a greater understanding of your direct mail marketing effort.

The level of detail provided helps create a road map for future direct mail campaigns, allowing you to maximize your precious marketing dollars. As you continue to grow your business, Post Analytics is one of the best ways to identify who your perfect customer is. And once identified, a great way to reach back out to them to secure their loyalty and increase the frequency of their visits.

Building your customer database is easy with our state of the art Post Analytics program. This valuable information can be captured for a very small additional fee.

Post Analytics Reports Include:

- top performing areas by zip code & carrier route
- total number of redeemed coupons & response by offer
- redemption by home address
- household demographics
- distance traveled
- responder length of residence
- and much more

