














POTENTPOST

Integrated Direct Mail and Digital Campaigns from Reno Type

13 Technologies: 4 Bundled Platforms to Choose from Tracking Mail & Lifting Response Rates Through Omnichannel Marketing

	 SocialMatch	 Mail Tracking	 QR Codes	 Informed Delivery®	 Call & Text Tracking	 LEADMatch	 Online Follow-Up	 Social Media Follow-Up	 Addressable Geo	 Discovery Ads	 Google Geo	 Social Geo	 YouTube Ads
Basic \$	✓	✓	✓	✓	✓	✓	✓	✓					
Plus \$\$	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
TargetMatch \$\$\$	✓	✓	✓	✓	✓	✓			✓				
TargetMatch Plus \$\$\$	✓	✓	✓	✓	✓	✓	✓	✓	✓				



SocialMatch

Match Facebook and Instagram accounts to the mailing list to deliver social ads to feeds before, during, and after the mailer hits.



Mail Tracking

Know exactly when a mail campaign hits mailboxes, export delivery lists, and receive non-scan data down to the individual mail piece.



QR Codes

Maximize engagement with static or personalized QR Codes. Increase and track the response to mail through our custom reporting dashboard to see various types of scan data including who scanned.



Informed Delivery®

Through Informed Delivery® integration, add an additional touchpoint and full color clickable ad through the USPS's daily mail preview sent via email. Receive a list of who on the mailing list received the email, opened it, and clicked on the ad to show campaign attribution.



Call & Text Tracking

Track campaign effectiveness by recording every call/text that comes in as a result of the mail campaign, with contact information of respondents when available. Engage prospects and drive incremental conversions by delivering coupons and URLs via SMS from the same call/text tracking number.



LEADMatch

Receive a list of anonymous website visitors and direct mail recipients who went to the website that includes contact information and what actions they took to build 9-18% response mailing lists and prove direct mail campaign attribution.



Online Follow-Up

Re-engage website visitors who left without converting by reminding them of their interest through retargeting ads on the Google Display Network.



Social Media Follow-Up

Re-engage website visitors who left without converting by reminding them of their interest through retargeting ads on Facebook and Instagram.



Addressable Geo

Geofence the residential or business address of mail recipients to serve ads through the display network to all devices at the address. Track conversations to the website with our sophisticated pixel technology or by foot traffic in stores or commerce locations through device pings.



Discovery Ads

Serve ads across Google feed environments including the Google Discover feed, YouTube homepage, and the promotions tab in Gmail.



Google Geotargeting

Display ads in the Google Display Network to direct mail recipients, lookalike and affinity audiences geographically based on the mailing list target areas, keywords and keyphrases, and search/browsing history.



Social Media Geotargeting

Display ads through Facebook and Instagram to direct mail recipients, lookalike and affinity audiences geographically based on the mailing list target areas, keywords and keyphrases, and search/browsing history.



YouTube Ads

Capture attention and cut through the clutter with dynamic video instream ads. Serve video ads before users play their favorite YouTube videos to engage the audience.

Learn more at RenoType.com/PotentPost

PotentPost is a technology product available exclusively through Reno Type.



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