

# POTENTPOST

Integrated Direct Mail and Digital Campaigns from Reno Type



## SOCIALMATCH

Match your mailing list with your Facebook® and Instagram® user accounts. Your target market will not only receive the mailing, but will be delivered the SAME message on their social feeds, even before they visit your website online.



## MAIL TRACKING

Be prepared for new calls and online leads by knowing exactly when your mailing campaign is hitting mailboxes.



## INFORMED DELIVERY

With Informed Delivery® integration, your mailing piece will be accompanied by a full color, clickable ad within the grayscale email preview sent by the USPS. You will also be able to track where Informed Delivery® emails have been opened (geographically)!



## CALL TRACKING

Get access to live updates and recordings of every call you've received as a result of your direct mail campaign.



## ONLINE FOLLOW-UP

If a prospect leaves your website without taking action, your ads will show up throughout the Google® Network directing them back to your website.



## SOCIAL MEDIA FOLLOW-UP

Keep your follow-up ads in front of your prospects even when they're scrolling through their newsfeed on Facebook and Instagram.



## LEADMATCH

Receive a list of who came to your website from the mailing list and what actions they took. With LEADMATCH, you can mail to unique visitors who visited your website, even if they weren't on the mailing list! Finally, true attribution for a direct mail campaign!

**LEARN MORE AT POTENTPOST.COM**

PotentPost is a technology product available exclusively through Reno Type.



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