



Your Mail Just Started Talking

AI Agents That Turn Paper into Conversations



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Clients Demand Proof. Can You Deliver?

Your clients are demanding proof that direct mail works — and most printers can't deliver it.

AUDIENCE POLL

“How many of you have lost a client to digital because you couldn't prove ROI?”

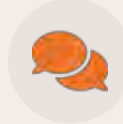
“What if the mail piece in front of you right now could talk to your customers, answer their questions, and close sales — and you could track every single interaction?”

Mail That Talks Back



1

Scan



2

Converse



3

Convert

Postal intelligence delivers it. Measurable paper tracks it. AI makes it talk.

LIVE DEMO



Mail That Talks Back

DAVE,
Want to be the first to see this incredible home?

Stephanie Lucky
REALTOR

530 Carysbook Cove | Memphis, TN 38120

5 Beds 8 Baths 6597 SQ FT MCS School

just listed

DAVE,
YOU WON'T WANT TO MISS THIS NEW LISTING!

Discover luxury living in this stunning 5-bedroom, 8-bathroom traditional home featuring 6,597 square feet of elegantly renovated space with premium finishes, situated on a private 1.06-acre wooded lot with an in-ground pool in the prestigious River Oaks neighborhood of East Memphis.

INTERESTED IN LEARNING MORE ABOUT THIS LISTING?

SCAN NOW

BE ONE OF THE FIRST TO WALK THROUGH THIS HOME!

davarosendahl.rlproperties.info
800.123.4567

Printed on Sylvano's 80# Account Opaque Cover

RL properties

PRINT STD
U.S. POSTAGE
PAID
PERMIT NO. 122
CINCINNATI, OH

Three Capabilities. One Purpose.

DELIVERY

Gets it there.

Postal optimization

Address quality

Delivery confirmation

OmniChannel triggers

MEASURABILITY

Makes it measurable.

Intelligent Paper initiative

Turnkey measurable mail

Real-time dashboards

Sustainable substrates

CONVERSION

Makes it talk.

AI conversation agents

Real-time attribution

Campaign ROI tracking

Conversion intelligence

Making Every Mailpiece Measurable



What is Intelligent Paper?

An initiative combining premium paper with OmniChannel technology. Every mailpiece becomes measurable, from delivery to scan to conversion.



The Printer Advantage

You're not selling paper anymore. You're selling a measurable media channel. Fewer pieces, higher conversions, less waste — with the data to prove it.

Deliverability is the Invisible Multiplier



Address Quality

CASS-certified addresses ensure every piece reaches a real recipient



Delivery Confirmation

Feeds directly into the ROI dashboard — complete chain from mail sent to sale closed



OmniChannel Handoff

Tracking triggers follow-up emails, SMS, or digital ads based on engagement

The Hidden Cost of Bad Data

Undeliverable mail isn't just wasted postage — it's wasted AI, wasted premium paper, and a wasted opportunity.

USPS Promo Savings: Integrated tech qualifies for postal discounts + sustainability incentives with certified paper.

Complete Campaign Attribution

Campaign Performance Dashboard
(Last 30 Days (01/09/2025 - 02/09/2025))

Response by List

LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PGR VISIT	PGR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADG	PURCHASES	TOTAL SALES	AVERAGE SALE
Salesforce.com Contact Export	12,850	11,828	94.87%	1,842	920	592	5.91%	355	3.00%	947	8.01%	169	95	\$86,500	\$916.53
Salesforce.com Lead Export	19,820	10,863	55.34%	1,823	812	402	4.00%	302	3.00%	704	3.50%	141	70	\$48,800	\$708.67
InfoUSA Consumer List	9,640	9,158	95.07%	1,448	723	276	3.00%	465	5.00%	732	8.01%	147	73	\$62,100	\$712.70
Lapsed Clients	6,750	6,040	89.48%	1,213	696	483	7.00%	242	3.01%	725	10.01%	146	72	\$57,300	\$773.91
LSDI Consumer List	7,890	7,495	94.23%	1,194	682	225	3.00%	375	5.00%	600	8.01%	120	60	\$42,500	\$710.00
Total	49,550	46,594	94.01%	7,498	3,793	1,977	4.28%	1,732	3.72%	3,708	8.01%	742	370	\$28,300	\$779.19

Response by Mail Kit

KIT	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PGR VISIT	PGR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADG	PURCHASES	TOTAL SALES	AVERAGE SALE
IL&11 Non-Window #10	24,880	23,199	94.79%	3,792	1,891	1,180	3.82%	690	3.69%	1,888	8.12%	271	184	\$120,000	\$632.17
IL&11 Window #10	12,340	11,800	95.99%	1,681	906	548	3.28%	580	4.12%	828	7.82%	188	92	\$80,000	\$1063.78
IL&11 Window #10 w/Buck Slip	7,400	6,860	94.34%	1,111	566	348	4.15%	208	3.82%	566	8.01%	111	56	\$36,000	\$642.86
Ex9 Postcard	4,930	4,640	92.07%	741	371	139	3.48%	232	4.69%	371	8.15%	74	37	\$34,300	\$927.03
Total	49,550	46,399	94.01%	7,495	3,704	1,995	4.31%	1,710	3.65%	3,711	8.01%	742	370	\$28,300	\$779.19

Response by Decile

DECILE	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PGR VISIT	PGR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
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Complete Campaign Attribution

Campaign Performance Dashboard
Last 30 Days (1/16/2025 - 2/14/2025)

Response by List

IMb Mail Tracking

LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
SafeBank.com Contact Email	12,880	11,828	91.83%	1,802	928	187	8.91%	158	3.89%	867	8.91%	188	18	\$46,800	\$995.83
SafeBank.com Lead Email	10,876	10,082	92.58%	1,822	872	482	4.80%	202	2.00%	784	6.99%	147	19	\$49,800	\$768.37
infoUSA Consumer List	9,849	9,158	93.07%	1,848	723	278	3.88%	488	6.46%	733	8.61%	147	13	\$82,100	\$713.78
Loyalt Cards	8,716	8,688	99.80%	1,212	686	482	6.00%	262	3.01%	222	2.55%	148	12	\$17,300	\$722.61
USPS Consumer List	7,890	7,498	95.02%	1,184	180	228	2.90%	273	3.46%	688	8.71%	139	49	\$42,600	\$719.00
Total	48,388	46,384	95.85%	7,408	3,793	1,877	4.24%	1,730	3.72%	3,709	8.01%	742	179	\$288,900	\$779.18

Response by Mail Kit

LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
8.5x11 Homeowner #10	34,880	33,188	95.12%	3,702	1,847	1,188	3.42%	484	1.48%	1,884	5.12%	371	184	\$120,000	\$682.11
8.5x11 Homeowner #10	12,340	11,802	95.63%	1,881	828	348	2.78%	440	3.73%	828	6.72%	188	20	\$48,800	\$1043.78
8.5x11 Homeowner #10 w/Extra Stip	7,884	6,988	88.63%	1,111	188	248	3.14%	288	3.65%	588	7.46%	111	58	\$34,800	\$682.06
8.5x Postcard	4,888	4,802	98.45%	741	371	188	3.49%	222	4.63%	371	7.59%	78	27	\$18,300	\$937.03
Total	59,992	56,680	94.49%	7,444	3,794	1,884	4.31%	1,714	3.68%	3,711	6.01%	742	179	\$288,900	\$779.18

Response by Device

LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
1	38,880	38,188	98.22%	3,802	1,881	1,188	3.10%	488	1.26%	1,888	4.82%	388	188	\$148,800	\$779.18
2	18,848	18,088	95.98%	1,741	828	348	1.82%	388	2.11%	828	4.39%	188	21	\$58,100	\$795.00
3	1,888	1,848	97.88%	1,119	388	248	3.19%	288	3.92%	588	3.12%	122	34	\$44,800	\$686.00
4	8,888	8,248	92.81%	741	371	188	2.48%	222	2.65%	371	4.18%	78	28	\$28,800	\$1184.00
Total	68,384	66,384	97.07%	7,481	3,754	1,884	4.30%	1,718	3.98%	3,711	5.01%	742	179	\$288,900	\$779.18

Complete Campaign Attribution

Campaign Performance Dashboard
Last 30 Days (1/16/2025 - 2/14/2025)

Response by List

LIST	IMB Mail Tracking			Digital Activation		PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED										
SafeBank.com Contact Request	12,880	11,828	91.83%	1,862	928	897	6.91%	158	1.89%	867	6.71%	188	18	\$46,800	\$915.83
SafeBank.com Lead Expert	10,876	10,082	92.59%	1,822	872	887	8.06%	202	2.00%	784	7.19%	147	19	\$49,800	\$768.37
infoUSA Consumer List	9,849	9,158	93.07%	1,848	723	278	2.81%	468	4.64%	733	7.44%	147	13	\$82,100	\$713.76
Loyalty Claims	8,716	8,068	92.68%	1,212	686	482	5.53%	262	3.01%	220	2.52%	146	12	\$37,300	\$722.61
USPS Consumer List	7,890	7,499	95.03%	1,184	580	228	2.89%	273	3.45%	488	6.19%	139	40	\$42,600	\$719.00
Total	48,388	46,184	95.44%	7,408	3,793	1,877	4.24%	1,730	3.72%	3,709	7.65%	742	179	\$288,900	\$778.18

Response by Mail Kit

LIST	IMB Mail Tracking			Digital Activation		PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED										
8.5x11 Homeowner #10	34,880	31,188	89.42%	3,702	1,867	1,166	3.32%	484	1.48%	1,884	5.37%	371	184	\$120,000	\$621.11
8.5x11 Homeowner #10	12,340	11,802	95.63%	1,881	828	248	2.01%	440	3.73%	828	6.71%	186	92	\$48,800	\$1043.79
8.5x11 Homeowner #10 w/Extra Step	7,884	6,968	88.24%	1,111	486	248	3.12%	289	3.57%	568	7.20%	111	58	\$34,000	\$622.00
8.5x Postcard	4,884	4,218	86.37%	741	371	188	3.85%	222	4.58%	271	5.55%	75	27	\$21,300	\$697.07
Total	59,988	56,184	93.66%	7,445	3,554	1,888	4.31%	1,714	3.68%	3,711	6.19%	742	179	\$238,100	\$778.18

Response by Decile

LIST	IMB Mail Tracking			Digital Activation		PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED										
1	38,880	36,188	93.05%	3,880	1,881	1,188	3.03%	488	1.28%	1,888	4.85%	388	188	\$148,800	\$778.18
2	18,848	18,082	95.98%	1,781	828	248	1.32%	388	2.12%	828	4.39%	182	92	\$58,100	\$790.00
3	1,888	1,848	97.87%	1,119	588	88	4.66%	288	3.28%	188	16.43%	122	58	\$44,800	\$600.00
4	5,884	5,218	88.68%	741	371	188	3.06%	222	4.85%	271	6.18%	78	28	\$28,800	\$1184.00
Total	65,480	62,336	95.19%	7,569	3,668	1,888	4.38%	1,718	3.88%	3,711	5.81%	742	179	\$288,100	\$778.18

Complete Campaign Attribution

Campaign Performance Dashboard
Last 30 Days (1/16/2025 - 2/14/2025)

Response by List

LIST	IMb Mail Tracking			Digital Activation		Response Monitoring				TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT						
Salafinca.com Contact Email	12,880	11,828	94.87%	1,862	928	887	8.91%	158	3.89%	867	8.91%	188	18	\$46,800	\$915.83
Salafinca.com Lead Email	10,876	10,882	101.24%	1,822	872	882	4.88%	202	3.09%	784	6.99%	147	19	\$49,800	\$768.37
infoUSA Consumer List	9,849	9,158	93.87%	1,848	723	278	3.88%	488	8.64%	733	8.61%	147	13	\$82,100	\$713.78
Loyalt Claims	8,716	8,688	100.82%	1,212	688	882	8.89%	282	3.61%	222	8.81%	148	12	\$87,800	\$722.61
USPS Consumer List	7,899	7,899	100.22%	1,184	189	228	3.99%	278	8.99%	688	8.91%	139	49	\$42,800	\$719.00
Total	48,380	46,384	94.91%	7,888	3,793	1,877	4.24%	1,730	3.72%	3,709	8.91%	742	179	\$288,900	\$778.18

Response by Mail Kit

LIST	IMb Mail Tracking			Digital Activation		Response Monitoring				TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT						
8.5x11 Homeowner #10	34,880	31,188	94.92%	3,782	1,867	1,188	3.92%	488	3.48%	1,688	8.12%	371	184	\$120,800	\$682.11
8.5x11 Homeowner #10	12,340	11,882	96.39%	1,881	828	348	3.25%	488	4.12%	828	7.82%	188	82	\$48,800	\$1043.78
8.5x11 Homeowner #10 w/Extra Step	7,884	8,288	106.24%	1,111	188	348	4.11%	288	3.92%	188	4.18%	111	58	\$34,800	\$682.00
8.5x Postcard	4,898	4,848	100.82%	741	371	188	3.81%	288	4.88%	271	8.18%	78	27	\$18,800	\$887.03
Total	59,382	56,388	94.99%	7,485	3,784	1,888	4.11%	1,718	3.68%	3,711	8.91%	742	279	\$288,900	\$778.18

Response by Decile

LIST	IMb Mail Tracking			Digital Activation		Response Monitoring				TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT						
1	38,880	38,188	98.22%	3,882	1,881	1,188	4.18%	488	3.48%	1,688	8.22%	389	198	\$148,800	\$738.11
2	18,340	18,338	100.04%	1,781	828	348	3.25%	488	3.11%	828	7.82%	188	82	\$88,800	\$798.00
3	1,888	8,288	44.43%	1,119	388	348	4.11%	288	3.92%	188	8.18%	122	58	\$44,800	\$682.00
4	8,848	8,218	93.91%	741	371	188	2.48%	288	4.88%	271	8.18%	78	28	\$28,800	\$1184.00
Total	68,380	66,388	94.98%	7,485	3,784	1,888	4.38%	1,718	3.88%	3,711	8.91%	742	279	\$288,900	\$778.18

Complete Campaign Attribution

Campaign Performance Dashboard
Last 30 Days (1/16/2025 - 2/14/2025)

Response by List

LIST	IMb Mail Tracking			Digital Activation		Response Monitoring				Performance Analytics					
	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
SafeBank.com Contact Request	12,880	11,828	91.83%	1,862	928	887	6.91%	158	1.76%	867	6.71%	188	18	\$46,800	\$915.83
SafeBank.com Lead Export	10,876	10,882	101.24%	1,822	872	882	8.08%	202	2.29%	784	7.19%	147	19	\$49,800	\$716.87
infoUSA Consumer List	9,849	9,158	93.07%	1,448	723	278	2.81%	488	5.45%	733	7.45%	147	13	\$82,100	\$713.78
Loyalty Claims	8,716	8,688	99.80%	1,212	686	882	10.00%	242	2.74%	222	2.55%	148	12	\$17,300	\$722.61
USPS Consumer List	7,890	7,498	95.02%	1,184	580	228	2.90%	273	3.59%	688	8.71%	120	40	\$42,600	\$716.00
Total	48,388	46,084	95.23%	7,408	3,793	1,877	4.24%	1,730	3.72%	3,208	6.61%	742	120	\$288,900	\$728.18

Response by Mail Kit

LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
8.5x11 Homeless #10	34,880	31,188	89.42%	3,702	1,847	1,188	3.42%	484	1.48%	1,884	5.42%	371	184	\$120,000	\$482.11
8.5x11 Homeless #10	12,340	11,882	96.33%	1,881	828	348	2.82%	440	3.73%	822	6.67%	168	92	\$48,800	\$316.79
8.5x11 Homeless #10 w/Book Sign	7,484	6,988	93.24%	1,111	588	348	4.78%	288	3.97%	548	7.32%	111	58	\$34,000	\$482.00
8.5x Postcard	4,808	4,818	100.21%	741	371	128	2.68%	222	4.58%	221	4.58%	74	27	\$13,300	\$677.07
Total	59,512	56,086	94.24%	7,445	3,704	1,888	4.31%	1,714	3.68%	3,711	6.01%	742	320	\$236,100	\$728.18

Response by Decile

LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
1	38,880	38,188	98.22%	3,880	1,881	1,188	3.10%	588	1.48%	1,888	4.82%	380	190	\$148,000	\$728.18
2	18,848	18,828	100.00%	1,721	828	348	1.82%	380	2.11%	828	4.39%	182	82	\$82,100	\$716.00
3	1,888	1,848	97.88%	1,119	588	348	1.89%	288	3.92%	348	1.84%	122	58	\$44,000	\$600.00
4	5,848	5,218	89.31%	712	371	128	2.18%	222	3.65%	221	3.78%	78	28	\$28,000	\$1184.00
Total	65,464	63,082	96.36%	7,440	3,704	1,888	4.30%	1,718	3.68%	3,711	5.65%	742	320	\$288,100	\$728.18

Complete Campaign Attribution

Campaign Performance Dashboard
Last 30 Days (1/16/2025 - 2/14/2025)

Response by List	IMb Mail Tracking			Digital Activation		Response Monitoring				Performance Analytics			Revenue Attribution		
LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
SafeBank.com Contact Email	12,880	11,828	91.83%	1,862	928	887	6.91%	158	1.76%	867	6.81%	188	18	\$46,800	\$915.83
SafeBank.com Lead Email	10,876	10,882	101.24%	1,822	972	882	8.08%	202	2.29%	784	7.19%	147	19	\$49,500	\$716.37
infoUSA Consumer List	9,849	9,158	93.07%	1,448	723	278	2.83%	488	5.64%	733	7.45%	147	73	\$82,100	\$713.76
Loyalt Claims	8,716	8,688	99.80%	1,212	686	882	9.99%	262	2.91%	222	2.55%	148	12	\$87,300	\$722.61
US9 Consumer List	7,899	7,499	94.93%	1,184	580	228	2.90%	273	3.59%	688	8.81%	129	49	\$42,600	\$719.00
Total	48,380	46,084	95.45%	7,408	3,793	1,877	4.24%	1,730	3.72%	3,208	6.61%	742	179	\$288,900	\$729.18

Response by Mail Kit	IMb Mail Tracking			Digital Activation		Response Monitoring				Performance Analytics			Revenue Attribution		
LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
8.5x11 Homeless #10	34,880	31,188	89.42%	3,702	1,867	1,168	3.32%	484	1.48%	1,884	5.42%	371	184	\$120,000	\$682.11
8.5x11 Homeless #10	12,340	11,802	95.63%	1,881	928	348	2.82%	680	6.12%	822	6.62%	188	92	\$48,000	\$1043.79
8.5x11 Homeless #10 w/Book Sign	7,884	6,968	88.24%	1,111	588	348	4.31%	288	3.92%	588	7.48%	111	58	\$34,000	\$682.08
8.5x Postcard	4,888	4,848	101.21%	741	371	188	3.82%	222	4.58%	221	4.54%	74	27	\$18,900	\$697.03
Total	59,992	56,606	94.35%	7,445	3,764	1,888	4.31%	1,714	3.68%	3,711	6.01%	742	379	\$238,900	\$729.18

Response by Device	IMb Mail Tracking			Digital Activation		Response Monitoring				Performance Analytics			Revenue Attribution		
LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
1	38,880	38,188	98.22%	3,880	1,881	1,188	3.19%	588	1.49%	1,888	4.82%	380	190	\$148,000	\$729.18
2	18,888	18,888	100.00%	1,741	928	348	1.82%	380	2.11%	828	4.38%	182	92	\$85,100	\$719.00
3	1,888	1,848	97.88%	1,119	588	348	1.19%	288	3.92%	588	6.31%	122	58	\$44,800	\$682.08
4	8,888	8,248	92.81%	742	371	188	2.48%	222	4.85%	221	2.48%	78	28	\$28,000	\$1184.00
Total	68,384	66,384	97.07%	7,486	3,764	1,888	4.38%	1,718	3.88%	3,711	5.41%	742	379	\$288,900	\$729.18

Complete Campaign Attribution

List Performance

Creative Impact

Segment Response

Campaign Performance Dashboard
Last 30 Days (1/16/2025 - 2/14/2025)

	IMb Mail Tracking			Digital Activation		Response Monitoring				Performance Analytics			Revenue Attribution		
LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
Salafinco.com Contact Email	12,880	11,828	91.83%	1,862	928	887	6.91%	158	3.69%	867	6.81%	188	18	\$46,800	\$915.83
Salafinco.com Lead Email	10,876	10,082	92.63%	1,822	872	882	8.08%	202	3.69%	784	7.19%	147	19	\$49,800	\$768.87
infoUSA Consumer List	9,849	9,188	93.28%	1,848	723	278	3.84%	488	6.64%	733	6.61%	147	73	\$42,100	\$713.76
Loyalt Claims	8,716	8,688	99.80%	1,212	686	882	8.99%	242	3.61%	222	6.91%	148	12	\$17,300	\$722.61
USPS Consumer List	7,890	7,498	95.03%	1,184	180	228	3.90%	273	6.99%	688	8.61%	129	49	\$42,600	\$719.00
Total	48,388	46,384	95.85%	7,408	3,793	1,877	4.24%	1,730	3.72%	3,208	6.61%	742	179	\$288,900	\$778.18

LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
3.5x11 Homeless #10	24,880	23,188	93.20%	3,702	1,867	1,188	4.82%	484	3.48%	1,884	6.12%	371	184	\$120,000	\$682.11
3.5x11 Homeless #10	12,340	11,802	95.63%	1,881	828	348	3.28%	688	6.12%	822	7.82%	188	92	\$48,800	\$1043.79
3.5x11 Homeless #10 w/Star Strip	7,884	6,988	89.78%	1,111	188	348	4.41%	288	3.92%	188	4.38%	111	58	\$34,800	\$682.06
3x3 Postcard	4,898	4,818	98.57%	741	371	188	3.84%	242	4.88%	221	6.18%	78	27	\$18,300	\$987.07
Total	49,902	46,796	93.59%	7,435	3,764	1,888	4.31%	1,714	3.88%	3,711	6.91%	742	379	\$238,900	\$778.18

LIST	MAIL SENT	MAIL DELIVERED	DEL PERCENT	ID EMAIL OPENED	ID EMAIL CLICKED	PQR VISIT	PQR PERCENT	PURL VISITS	PURL PERCENT	TOTAL RESPONSE	RESPONSE PERCENT	LEADS	PURCHASES	TOTAL SALES	AVERAGE SALE
1	28,880	28,188	97.60%	3,880	1,881	1,188	4.18%	688	3.48%	1,888	6.82%	388	198	\$148,800	\$758.11
2	18,848	18,088	95.98%	1,781	828	348	3.28%	688	5.12%	822	7.82%	188	92	\$58,100	\$798.00
3	1,888	1,848	97.88%	1,119	388	687	6.19%	288	3.92%	348	6.31%	122	58	\$44,800	\$808.00
4	5,848	5,218	89.31%	722	271	188	2.48%	222	4.88%	221	6.18%	78	28	\$28,800	\$1184.00
Total	48,388	46,388	95.86%	7,488	3,764	1,888	4.38%	1,718	3.88%	3,711	6.91%	742	379	\$288,900	\$778.18

THE CHALLENGE



“Printers who ignore deliverability will always leave money on the table.”

“Printers who can’t prove ROI will always lose to digital.”

“Printers who treat tech as a gimmick will always be order-takers.”

**Printers who combine Postal Intelligence, Campaign Attribution and AI
become irreplaceable partners.**

Q&A

Your Mail Just Started Talking | Let's Keep the Conversation Going

David Rosendahl,
President

MindFire - Booth #439

Kate Sanders,
OmniChannel Product
Development

BCC Software - Booth #911

AJ Layo,
Marketing Manager

Sylvamo - Booth #434

Pressing Issues Webinar

Claim Every Credit: The MGI Playbook for Maximizing Your USPS Savings

Date TBD

