

# MAIL TRACKING

INCREASE THE EFFECTIVENESS OF YOUR DIRECT MAIL CAMPAIGNS



# WHAT IS THIRD PARTY MAIL TRACKING?

- THERE ARE SEVERAL CLOUD-BASED MAIL TRACKING PLATFORMS THAT ALLOW YOU TO TRACK THE DELIVERY OF YOUR DIRECT MAIL CAMPAIGNS.
- THESE PLATFORMS USE USPS TRACKING DATA THAT THEY MANIPULATE TO PROVIDE YOU WITH REAL-TIME UPDATES ON THE STATUS OF YOUR MAIL DOWN TO THE MAILBOX.
- THESE COMPANIES ALSO OFFER A VARIETY OF REPORTS THAT YOU CAN USE TO ANALYZE THE PERFORMANCE OF YOUR CAMPAIGNS.
- USPS ALSO OFFERS INFORMED VISIBILITY AT NO COST TO YOU.
- AS WITH THE CLOUD-BASED OPTIONS USPS ALSO PROVIDES REPORTING

# BENEFITS OF TRACKING MAIL PIECES

- THERE ARE MANY BENEFITS TO TRACKING YOUR MAIL, INCLUDING:
  - **PEACE OF MIND:** KNOWING THAT YOUR MAIL HAS BEEN DELIVERED CAN GIVE YOU PEACE OF MIND, ESPECIALLY IF IT IS IMPORTANT MAIL, SUCH AS A BILL OR A LEGAL DOCUMENT.
  - **IMPROVED EFFICIENCY:** TRACKING YOUR MAIL CAN HELP YOU TO IMPROVE YOUR EFFICIENCY BY TRACKING THE PROGRESS OF YOUR MAILINGS AND IDENTIFYING ANY POTENTIAL DELAYS.
  - **INCREASED CUSTOMER SATISFACTION:** CUSTOMERS APPRECIATE KNOWING WHERE THEIR MAIL IS AND WHEN IT WILL BE DELIVERED. BY TRACKING YOUR MAIL, YOU CAN IMPROVE CUSTOMER SATISFACTION AND REDUCE THE NUMBER OF INQUIRIES ABOUT THE STATUS OF THEIR MAIL.
  - **REDUCED FRAUD:** TRACKING YOUR MAIL CAN HELP YOU TO REDUCE FRAUD BY DETECTING AND PREVENTING MAIL THEFT AND TAMPERING.



# HOW DOES THIS WORK?

- **3<sup>RD</sup> PARTY CLOUD BASED SOLUTIONS:**

- TO USE ONE OF THESE PLATFORMS, YOU SETUP AN ACCOUNT AND AGREE ON PRICING.
- ONCE SIGNED UP IT IS AS EASY AS LOGGING IN AND DRILLING DOWN THROUGH THE PROGRAM ALLOWING YOU TO SEE HOW THE MAIL IS TRACKING IN VARIOUS STAGES.
- IT WILL ALSO TELL YOU THE PERCENTAGE OF THE MAIL THAT HAS BEEN DELIVERED VERSUS IN TRANSIT.
- THESE PLATFORMS CAN BE VERY POWERFUL TO A DIRECT MAIL CAMPAIGN ALLOWING YOU TO PULL STATISTICS AND MAKE INFORMED DECISIONS TO THE WAY OR POTENTIALLY WHERE YOU MAIL TO.

- **USPS INFORMED VISIBILITY**

- INFORMED VISIBILITY IS LOCATED ON THE USPS POSTAL GATEWAY.
- IT REQUIRES YOU TO SIGN UP AND ADD THIS TO YOUR ACCESSIBLE OPTIONS.
- INFORMED VISIBILITY IS FREE OF CHARGE AND REQUIRES SOME MINOR TRAINING ON HOW TO UTILIZE THE DATA PRESENTED.
- THIS TO CAN BE A POWERFUL TOOL IN MANAGING AND TRACKING MAIL PIECES TO HAVE A BETTER UNDERSTANDING OF HOW THE MAIL IS MOVING THROUGH THE USPS SYSTEM.

# LEVELS OF TRACKING AVAILABLE

THERE ARE DIFFERENT LEVELS OF TRACKING AVAILABLE WITH THIRD PARTY MAIL PIECE TRACKING SERVICES. THE LEVEL OF TRACKING THAT YOU CHOOSE WILL DEPEND ON YOUR SPECIFIC NEEDS.

- **BASIC TRACKING:** BASIC TRACKING PROVIDES THE MOST BASIC LEVEL OF TRACKING INFORMATION. THIS INFORMATION TYPICALLY INCLUDES THE DATE AND TIME THAT THE MAILPIECE WAS MAILED, THE DATE AND TIME THAT IT WAS RECEIVED BY THE POSTAL SERVICE, AND THE DATE AND TIME THAT IT WAS DELIVERED.
- **ENHANCED TRACKING:** ENHANCED TRACKING PROVIDES MORE DETAILED TRACKING INFORMATION THAN BASIC TRACKING. THIS INFORMATION TYPICALLY INCLUDES THE LOCATION OF THE MAILPIECE AT VARIOUS POINTS IN THE DELIVERY PROCESS.
- **REAL-TIME TRACKING:** REAL-TIME TRACKING PROVIDES THE MOST DETAILED LEVEL OF TRACKING INFORMATION. THIS INFORMATION TYPICALLY INCLUDES THE CURRENT LOCATION OF THE MAILPIECE AND THE ESTIMATED TIME OF DELIVERY.

# WHO BENEFITS FROM TRACKING?

- **MAIL TRACKING CAN BENEFIT A VARIETY OF PEOPLE AND ORGANIZATIONS, INCLUDING:**
- **BUSINESSES:** BUSINESSES THAT MAIL A LOT OF PACKAGES OR IMPORTANT DOCUMENTS CAN BENEFIT FROM MAIL TRACKING. THIS IS BECAUSE MAIL TRACKING CAN HELP BUSINESSES TO IMPROVE THEIR EFFICIENCY, REDUCE FRAUD, AND INCREASE CUSTOMER SATISFACTION.
- **INDIVIDUALS:** INDIVIDUALS WHO MAIL IMPORTANT DOCUMENTS, SUCH AS BILLS OR LEGAL DOCUMENTS, CAN BENEFIT FROM MAIL TRACKING. THIS IS BECAUSE MAIL TRACKING CAN GIVE INDIVIDUALS PEACE OF MIND AND HELP THEM TO ENSURE THAT THEIR MAIL IS DELIVERED ON TIME.
- **GOVERNMENT AGENCIES:** GOVERNMENT AGENCIES THAT MAIL IMPORTANT DOCUMENTS, SUCH AS TAX RETURNS OR PASSPORTS, CAN BENEFIT FROM MAIL TRACKING. THIS IS BECAUSE MAIL TRACKING CAN HELP GOVERNMENT AGENCIES TO IMPROVE THEIR EFFICIENCY AND REDUCE FRAUD.

**QUESTIONS?**