



What is MailMAP?

**Track Your Mail & Lift Response Rates
23-46% with our Marketing Automation
Platform for Pennies Per Piece**



Lift Direct Mail Response Rates & Increase Your Return on Investment

By turning one direct mail piece into 8-32 impressions for a few pennies per mail piece you can lift the response to your direct mail campaigns to increase calls, website visits, and ultimately sales. Average conversions hover between 2-4%. Our platform works as a powerful funnel to drive conversions on the other 96%.



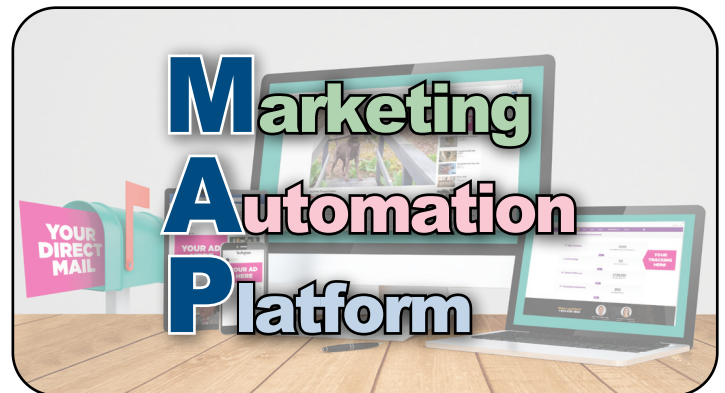
Prove Campaign Attribution

Through technologies including Mail Tracking, QR Codes, Call & Text tracking, and LEADMatch, you can track the deliverability and responses of the direct mail campaign. Identify who from your mailing list visited your website, no form fill or promo code required. They simply have to visit the website, will be identified and tracked back to your mailing list. Also identify unique website visitors, what actions they took including tracking ROI to your marketing campaigns and get 95% accurate contact information of these prospects. All of this information is presented in an easy-to-read, customized dashboard.

Multiple Impressions Across Multiple Platforms

Lithtex MailMAP is a marketing-based solution that is designed to seamlessly track the effectiveness of your direct mail campaign, while enhancing the results through omnichannel marketing with the integration of digital platforms. This is NOT a replacement for your digital marketing campaigns.

This is specifically designed to improve the lift and tracking on your direct mail through proven methods, as well as enable a much better view on what is working with direct mail and what isn't. Our marketing platform is designed as an Omnichannel Marketing approach. Turn a single mail piece impression into multiple repetitive impressions to the same audience across multiple platforms.



Reach Your Direct Mail Marketing Goals More Efficiently & Inexpensively

Rather than coordinate the efforts and budgets of multiple marketing departments, simply provide a few pieces of creative and a mailing list. Our turnkey, inexpensive marketing automation platform improves resource management and deploys a multiple technology omnichannel marketing campaign to enhance your direct mail and lift results 23-46%.

Not only will you achieve a lift on your direct mail campaigns, you will complement your other marketing efforts and have an opportunity to gain insight into their effectiveness. Our custom reporting dashboard makes it easy for your marketing teams to view campaign results, share information, and use the data to improve campaigns with each additional marketing effort.



MailMAP

8 Technologies Included



SocialMatch

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



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



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



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



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



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



MailMAP +Plus

12 Technologies - Includes all 8 MailMAP technologies + 4 more



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



Social Media Geotargeting

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



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