

KNOW WHERE YOUR MAIL IS

Do you wish you had more visibility into your direct mail campaigns?



MailSpotter for SmartAddresser 5 lets you view the progress of your mailings as they pass through the postal system, making use of the Intelligent Mail barcode.

MailSpotter takes raw scan data from the USPS as your mail passes through postal facilities across the nation and turns it into easy-to-read charts, graphs and tables, putting valuable real-time tracking information at your fingertips.

Whether you manage your own mailings, or you are a service provider looking to provide an additional revenue-generating or value-added service, MailSpotter gives you your own branded reporting portal with real-time information alerts sent to your email or cellphone!



Rapid Response Marketing with Real-Time QR Code Tracking!

Plus, MailSpotter lets you generate **a unique QR Code for every single mailpiece**. When a recipient scans their unique QR Code on a mobile device, within seconds you'll know who scanned it and where they scanned it! We even provide you with a Google maps link to their location so you can see in an instant where the mailpiece was scanned – all the way down to Street View.

MailSpotter gives you power to make real-time, informed decisions.

FEATURES

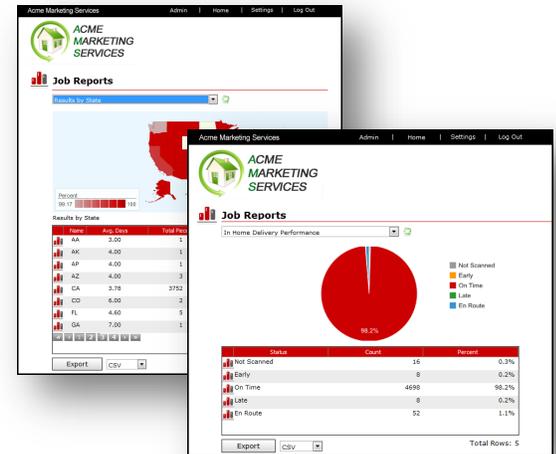
- ✓ Integrated into SmartAddresser 5
- ✓ Detailed reporting right down to the individual mailpiece
- ✓ Exportable reports in multiple formats
- ✓ Cloud-based for instant access with a browser - anytime, anywhere
- ✓ Branded portal and personalized url for service resellers
- ✓ Create and track unique QR Codes for each recipient
- ✓ Google Maps integration showing precise locations of QR code scans, down to Street View level
- ✓ Real-time email or text alerts when QR codes are scanned

REPORTS

MailSpotter contains a wealth of reports, updated hourly and tracking your mailings by:

- ✓ State
- ✓ Network Distribution Center (NDC)
- ✓ Sectional Center Facility (SCF)
- ✓ 3 and 5-digit ZIP Codes
- ✓ Postal District, Area or Facility
- ✓ Even down to the individual mailpiece!

Data is presented in easily viewable formats, using tables, charts and maps, some of which are shown here.

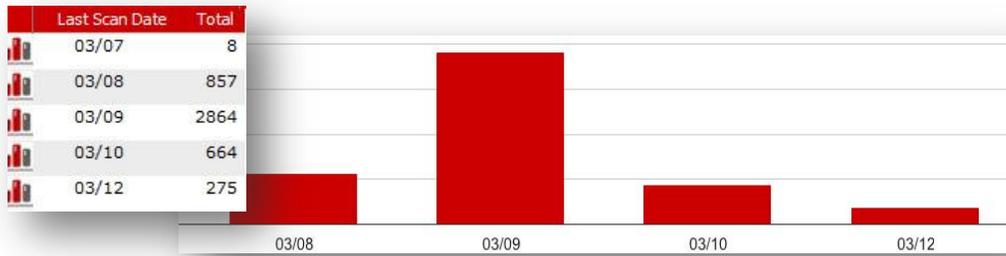


Your own branded results portal

Name	State	Avg. Days	Total Pieces	Total Scans	Scan %
LOS ANGELES	CA	4.10	335	328	97.91%
MID-AMERICA	KS	5.00	1	1	100.00%
NEVADA SIERRA	CA	3.89	18	18	100.00%
PORTLAND	OR	7.18	256	256	100.00%
PORTLAND	WA	7.00	56	56	100.00%
RICHMOND	VA	4.00	2	2	100.00%
RIO GRANDE	TX	4.00	2	2	100.00%
SACRAMENTO	CA	3.06	221	220	99.55%
SALT LAKE CITY	ID	3.50	2	2	100.00%
SALT LAKE CITY	UT	4.00	1	1	100.00%
SAN DIEGO	CA	4.01	438	437	99.77%

Track your mailings by postal district, area, facility and more

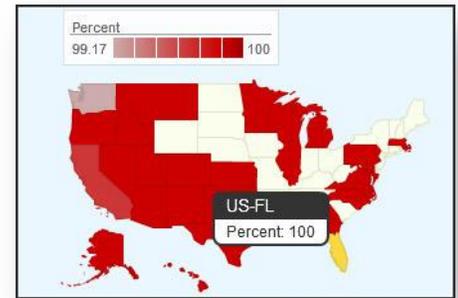
A few examples are shown here – to see all the reports, email us at sales@smartsoftusa.com or [request a demo](#).



This chart shows you the date your mailpieces were out for delivery

HOW YOU BENEFIT

- ✓ Greater mail visibility means more informed decision-making and the ability to respond quicker
- ✓ Service providers get an additional revenue stream, and more satisfied customers, each with access to their own reports
- ✓ See potential delivery issues in real time, and act accordingly
- ✓ Better preparation for staffing call centers, scheduling follow-up calls etc.
- ✓ Rapid Response Marketing - see exactly who opened your mail with our QR Code scanning tool with instant alerts

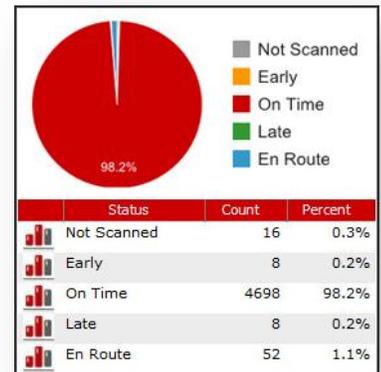


State-by-state overview of delivery progress

WHO IS IT FOR?

MailSpotter is for anyone who wants ground level visibility for their or their customers' mailings, including:

- ✓ **Mail Houses** – give customers real-time access to your custom branded tracking portal
- ✓ **Printers** – MailSpotter provides a valuable new revenue stream
- ✓ **Marketers** – gain valuable and accurate insight into campaign progress and success
- ✓ **Sales Staff** – schedule follow ups with the right people using real-time QR code scan data
- ✓ **Call Centers** – ensure you are adequately staffed for responses
- ✓ **Billing** – see when bills and invoices are delivered to your customers
- ✓ **Banks** – track credit card deliveries, statements and more



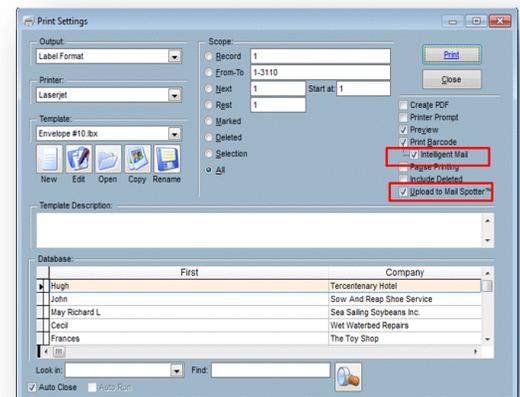
Track delivery time performance

HOW IT WORKS

Once MailSpotter is activated, simply process your files as normal through SmartAddresser 5. In the activation process, you will enter your Mailer ID and Serial Number Range provided by Datatech SmartSoft.

When you are ready to print labels or export to a file, simply check the “Print Barcode”, “Intelligent Mail” and “Upload to MailSpotter” boxes in the **Print Settings** window, then click Print or Continue to upload the tracking codes to our MailSpotter server.

Once you drop the mail at the BMEU and the first piece is scanned, MailSpotter starts tracking - results are available at any time and updated hourly, with QR Codes in real-time as they are scanned.



To get started with MailSpotter for SmartAddresser 5, or to receive a demo, give us a call today on 888-227-7221 or email your sales rep at sales@smartsoftusa.com.