MailSpotter®
Know Where Your Mail Is

A Complete Mail Tracking Solution
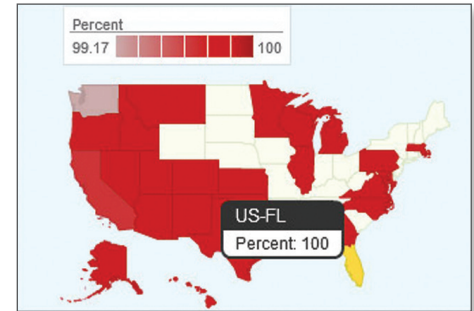
Know Where Your Mail Is

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Do you wish you had more visibility into your direct mail campaigns so you could make better real-time decisions?

MailSpotter® 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.

✔ See when your mail has been delivered, where, and to whom
✔ Identify mail delivery patterns and problems early enough to react
✔ Know when to expect customer responses
✔ Drill down to the specific mailpiece for customer-by-customer analysis
✔ Test different delivery options or analyze response rates by day of delivery
✔ Create a new revenue stream if you are a service provider

State-by-state overview of delivery progress

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

With so much information at your fingertips, all easily digestible and easy to share, you'll soon be wondering how you ever ran direct mail campaigns without MailSpotter!

REAL TIME QR CODE REPORTING

MailSpotter also 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.

QR Code

Tracking

QR CODE TRACKING WITH

Know Where Your Mail Is

FROM:
mail@yourname.com
SUBJ: QR Scan
MSG: Fri Aug 8th 10:32 PST
John Doe – (818) 707 9300
View On Map

When a recipient scans the QR code, you'll get instant notification on your phone or via email!

29229 Canwood St #110
Agoura, CA 91301- 1503

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Agoura, CA 91301- 1503

Create a general or unique QR code for each mailpiece with MailSpotter

MAIL RECIPIENT

QR Code
scanning

RECIPIENT REDIRECTED TO A GENERAL OR PERSONAL URL

Scan data enters your secure portal for real-time online campaign tracking

POWERFUL MAIL TRACKING FEATURES

Whether you want to keep track of your own mailings, or provide valuable mail tracking services to your customers, MailSpotter provides you with all the tools you need, including:

Detailed Reporting
Easy-to-read charts, tables and maps show the progress of your mail as it works its way through the postal system. You'll get detailed delivery reports by:

- ✓ State
- ✓ Network Distribution Center (NDC)
- ✓ Sectional Center Facility (SCF)
- ✓ 3 and 5-digit ZIP Codes™
- ✓ Postal District, Area or Postal Facility
- ✓ Details on individual mailpieces!

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

Cloud-Based Reporting
MailSpotter is accessed via a browser, so you can follow the progress of your mailings anytime, anywhere, on any web-enabled device

Exportable Reports
Available in multiple formats, so you can export to third party programs or share specific data with different groups

Your Own Branded Portal
Ideal for service providers or for sharing data across an organization, MailSpotter lets you customize the reporting portal with your own company logo, so you can provide real-time reporting to your customers or colleagues via a simple website link
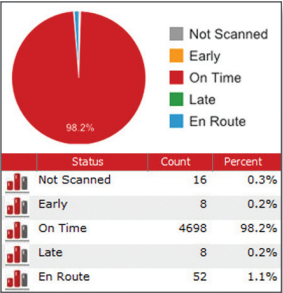
QR Code Tracking
Create and track unique QR Codes for each individual recipient, so you know exactly who scans your offer

Google Maps Integration
You'll see the precise locations of QR code scans, down to Street View level, with our integrated Google Maps feature
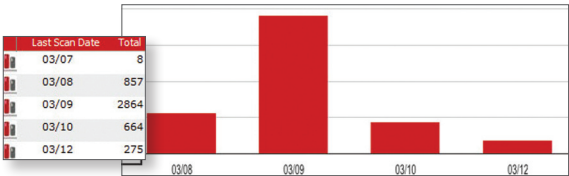
Real-time Alerts
With real-time email or text alerts when QR codes are scanned, you'll not only know who scanned your offer, but also when they scanned it!
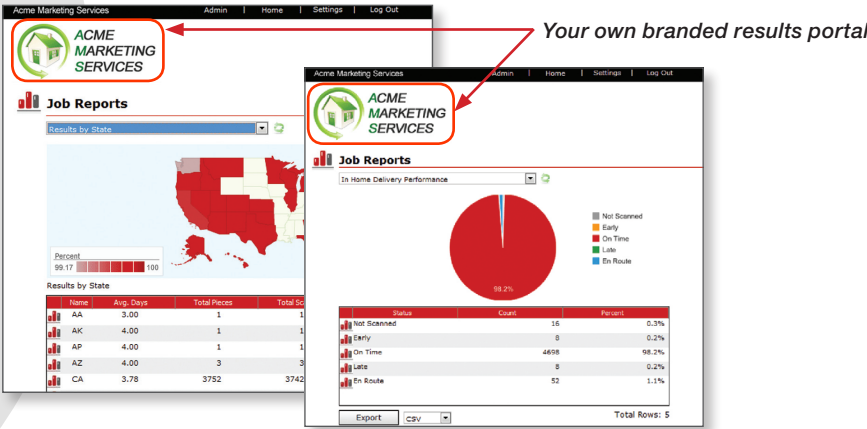

Status	Count	Percent
Not Scanned	16	0.3%
Early	8	0.2%
On Time	4698	98.2%
Late	8	0.2%
En Route	52	1.1%

Track delivery time performance

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

Last Scan Date	Total
03/07	8
03/08	857
03/09	2864
03/10	664
03/12	275

See the date your mailpieces were out for delivery

Your own branded results portal

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HOW YOU BENEFIT

✔ Greater mail visibility means more informed decision-making and the ability to respond quicker

✔ MailSpotter creates an additional revenue stream for service providers

✔ Mail tracking is a value-added service, leading to more satisfied customers, each with access to their own reports through your tracking portal branded with your logo and personalized url

✔ Ability to identify potential delivery issues in real time

✔ Better preparation for staffing call centers, scheduling follow-up calls etc.

✔ Rapid Response Marketing - see exactly who opened your mail with instant alerts from our QR Code reporting tool

These are just a few of the many ways that real-time mail tracking information can help your business - to find our more, schedule your demo today!

WHO IS MAIL TRACKING FOR?

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

Mail Houses – provide added value, generate additional revenue and enhance your service by giving customers real-time access to your custom branded mail tracking portal

Printers – MailSpotter provides a valuable new revenue stream for anyone providing mailing services. You print it, you mail it, why not track it?

Marketers – gain valuable, timely and accurate insight into campaign progress and success. No more wondering whether your mailing has been delivered

Sales Staff – schedule follow-ups with the right people at the right time, using real-time QR code scan data

Call Centers – know exactly when your promotions are being received so you can manage your staffing requirements for responses

Billing – see when bills and invoices are delivered to your customers so you can follow up accordingly

Banks – track your credit card deliveries, statements and more

With flexible pricing based on the amount of mail you want to track, MailSpotter is affordable for mailers of all sizes. We also offer an unlimited option for higher volume mailers.

REQUEST YOUR 10-MINUTE DEMO TODAY

Ten minutes is all it takes to show you the capabilities of MailSpotter. To request your web demo, contact us today on 888.227.7221 or visit **www.smartsoftusa.com**

DATATECH SmartSoft®
Intelligent Software Solutions

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