SNAILWORKS
Direct Mail Insights & Solutions

USING YOUR SNAILWORKS DEMONSTRATION ACCOUNT

YOUR DEMO ACCOUNT

Your SnailWorks account includes a special sub-account with a couple of demo mailings already loaded. You may use these demo jobs to present the various mail tracking and multi-channel services you are able to offer to your clients and prospects. If you have a branded account, your brand and logo are included in the demo jobs.

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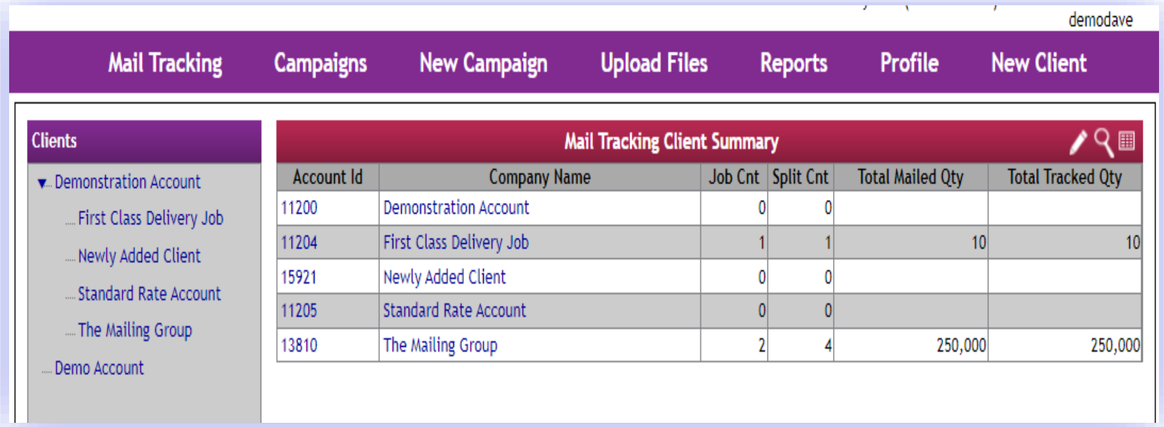
LOCATING YOUR DEMO ACCOUNT

Select the Demo Account at the bottom of the listing of your sub-accounts.

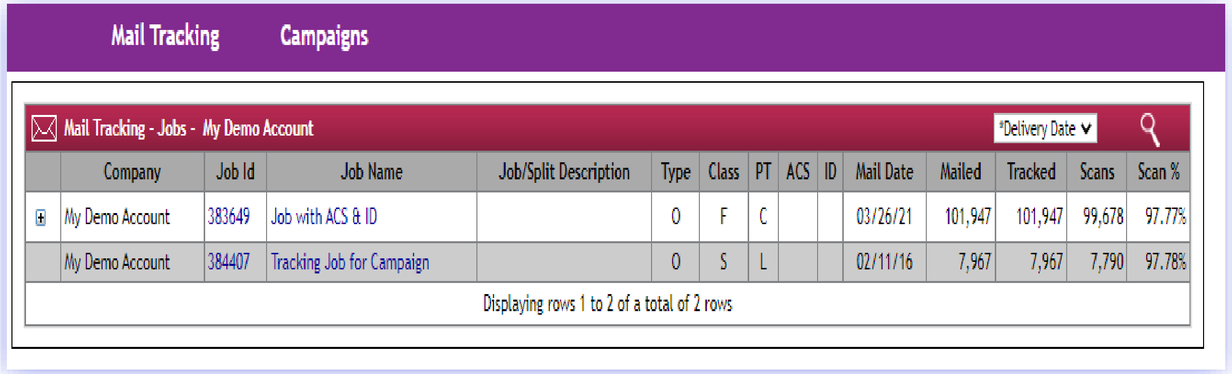
Your Demo Account will be listed at the bottom of your listing of sub-accounts.



Account Id	Company Name	Job Cnt	Split Cnt	Total Mailed Qty	Total Tracked Qty
11200	Demonstration Account	0	0		
11204	First Class Delivery Job	1	1	10	10
15921	Newly Added Client	0	0		
11205	Standard Rate Account	0	0		
13810	The Mailing Group	2	4	250,000	250,000

LOCATING YOUR DEMO JOBS

Select the Demo Job you would like to view. The ***Job with ACS & ID*** is ideal for demonstrating mail tracking functions and the ***Tracking Job for Campaign*** is perfect for reviewing the multi-channel features. To view the job you'd like to demonstrate **Click** on the job name or job number.



	Company	Job Id	Job Name	Job/Split Description	Type	Class	PT	ACS	ID	Mail Date	Mailed	Tracked	Scans	Scan %
⊞	My Demo Account	383649	Job with ACS & ID		O	F	C			03/26/21	101,947	101,947	99,678	97.77%
	My Demo Account	384407	Tracking Job for Campaign		O	S	L			02/11/16	7,967	7,967	7,790	97.78%

Displaying rows 1 to 2 of a total of 2 rows

To review the dashboard for multi-channel campaigns, remember to click on the "campaigns" tab in the purple bar!

REVIEWING YOUR MAIL TRACKING DEMO JOB

The **Job with ACS & ID** allows you to view the mail tracking dashboard and all reports, including ACS and Informed Delivery reporting. You will not be able to access the scheduled reports tool.

When you view reports by State, SCF, NDC or Zip you will see the counts for Informed Delivery Ads delivered.

Mail Tracking Campaigns

Mail Tracking - Job Summary Scan Type: *Delivery Date Report Type: -- View By State

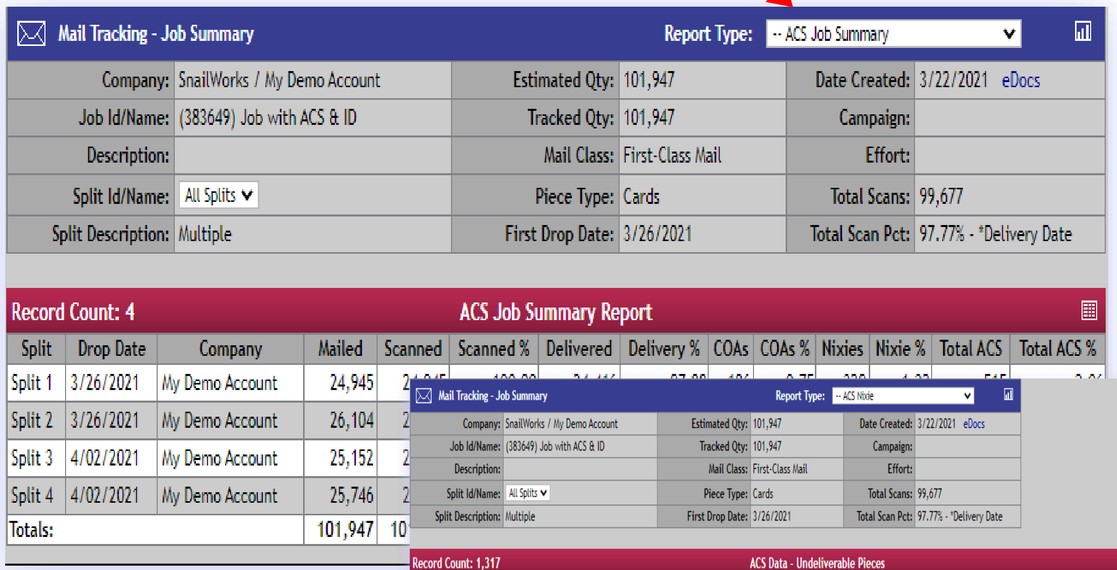
Company:	SnailWorks / My Demo Account	Estimated Qty:	101,947	Date Created:	3/22/2021 eDocs
Job Id/Name:	(383649) Job with ACS & ID	Tracked Qty:	101,947	Campaign:	
Description:		Mail Class:	First-Class Mail	Effort:	
Split Id/Name:	All Splits	Piece Type:	Cards	Total Scans:	99,677
Split Description:	Multiple	First Drop Date:	3/26/2021	Total Scan Pct:	97.77% - *Delivery Date

Job Summary By STATE	Pieces Tracked	*Delivery Scans	% Scanned	ID Subscribers	ID Emails	Mon 03/29	Tue 03/30	Wed 03/31	Thu 04/01	Fri 04/02	Sat 04/03	Mon 04/05
**	2	2	100.0	1	1	1						
AK	155	152	98.1	35	32		66	12				6
AL	2,147	2,131	99.3	439	437	279	374	37	8	373	8	2
AR	860	852	99.1	156	141	52	234	144		5		4
AZ	2,242	2,157	96.2	576	563	1,009	8	11	1		1	1,1
CA	8,611	8,490	98.6	2,197	2,288	4,097	22	4			2	4,2
CO	1,586	1,567	98.8	363	357	11	697	44	1	1		5
CT	926	913	98.6	202	198	223	37	206	1		1	2
DC	164	157	95.7	45	45	50	42			1		6
DE	448	443	98.9	107	108	183	15		3			2
FL	9,891	9,734	98.4	2,531	2,499	1,051	2,039	892	586	20	278	1,5

REVIEWING YOUR MAIL TRACKING DEMO JOB

ACS Reporting is accessed by your **Report Type** drop down menu. You will find ACS Summary reporting, Nixie reporting as well as your Change of Address reporting.

ACS is a great value added service to offer your clients! Ask your SnailWorks representative for details.



Mail Tracking - Job Summary — Report Type: -- ACS Job Summary

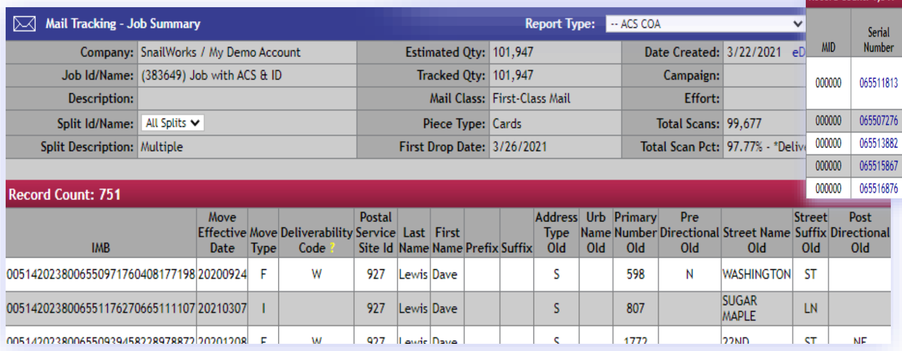
Company:	SnailWorks / My Demo Account	Estimated Qty:	101,947	Date Created:	3/22/2021 eDocs
Job Id/Name:	(383649) Job with ACS & ID	Tracked Qty:	101,947	Campaign:	
Description:		Mail Class:	First-Class Mail	Effort:	
Split Id/Name:	All Splits	Piece Type:	Cards	Total Scans:	99,677
Split Description:	Multiple	First Drop Date:	3/26/2021	Total Scan Pct:	97.77% - *Delivery Date

Record Count: 4 — ACS Job Summary Report

Split	Drop Date	Company	Mailed	Scanned	Scanned %	Delivered	Delivery %	COAs	COAs %	Nixies	Nixie %	Total ACS	Total ACS %
Split 1	3/26/2021	My Demo Account	24,945	2									
Split 2	3/26/2021	My Demo Account	26,104	2									
Split 3	4/02/2021	My Demo Account	25,152	2									
Split 4	4/02/2021	My Demo Account	25,746	2									
Totals:			101,947	10									

Mail Tracking - Job Summary — Report Type: -- ACS Nixie

Company:	SnailWorks / My Demo Account	Estimated Qty:	101,947	Date Created:	3/22/2021 eDocs
Job Id/Name:	(383649) Job with ACS & ID	Tracked Qty:	101,947	Campaign:	
Description:		Mail Class:	First-Class Mail	Effort:	
Split Id/Name:	All Splits	Piece Type:	Cards	Total Scans:	99,677
Split Description:	Multiple	First Drop Date:	3/26/2021	Total Scan Pct:	97.77% - *Delivery Date

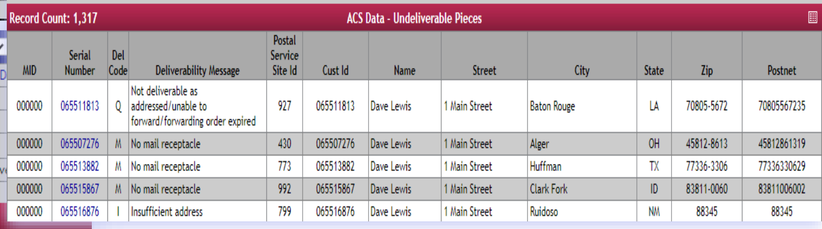


Mail Tracking - Job Summary — Report Type: -- ACS COA

Company:	SnailWorks / My Demo Account	Estimated Qty:	101,947	Date Created:	3/22/2021 eD
Job Id/Name:	(383649) Job with ACS & ID	Tracked Qty:	101,947	Campaign:	
Description:		Mail Class:	First-Class Mail	Effort:	
Split Id/Name:	All Splits	Piece Type:	Cards	Total Scans:	99,677
Split Description:	Multiple	First Drop Date:	3/26/2021	Total Scan Pct:	97.77% - *Deliv

Record Count: 751

IMB	Move Effective Date	Move Type	Deliverability Code	Postal Service Site Id	Last Name	First Name	Prefix	Suffix	Address Type Old	Urb Name Old	Primary Number Old	Pre Directional Old	Street Name Old	Street Suffix Old	Post Directional Old
00514202380065509717604081771 98	20200924	F	W	927	Lewis	Dave			S		598	N	WASHINGTON	ST	
00514202380065511762706651111107	20210307	I		927	Lewis	Dave			S		807		SUGAR MAPLE	LN	
00514202380065509394582289788 72	20201208	F	W	927	Lewis	Dave			S		1772		22ND	ST	NE

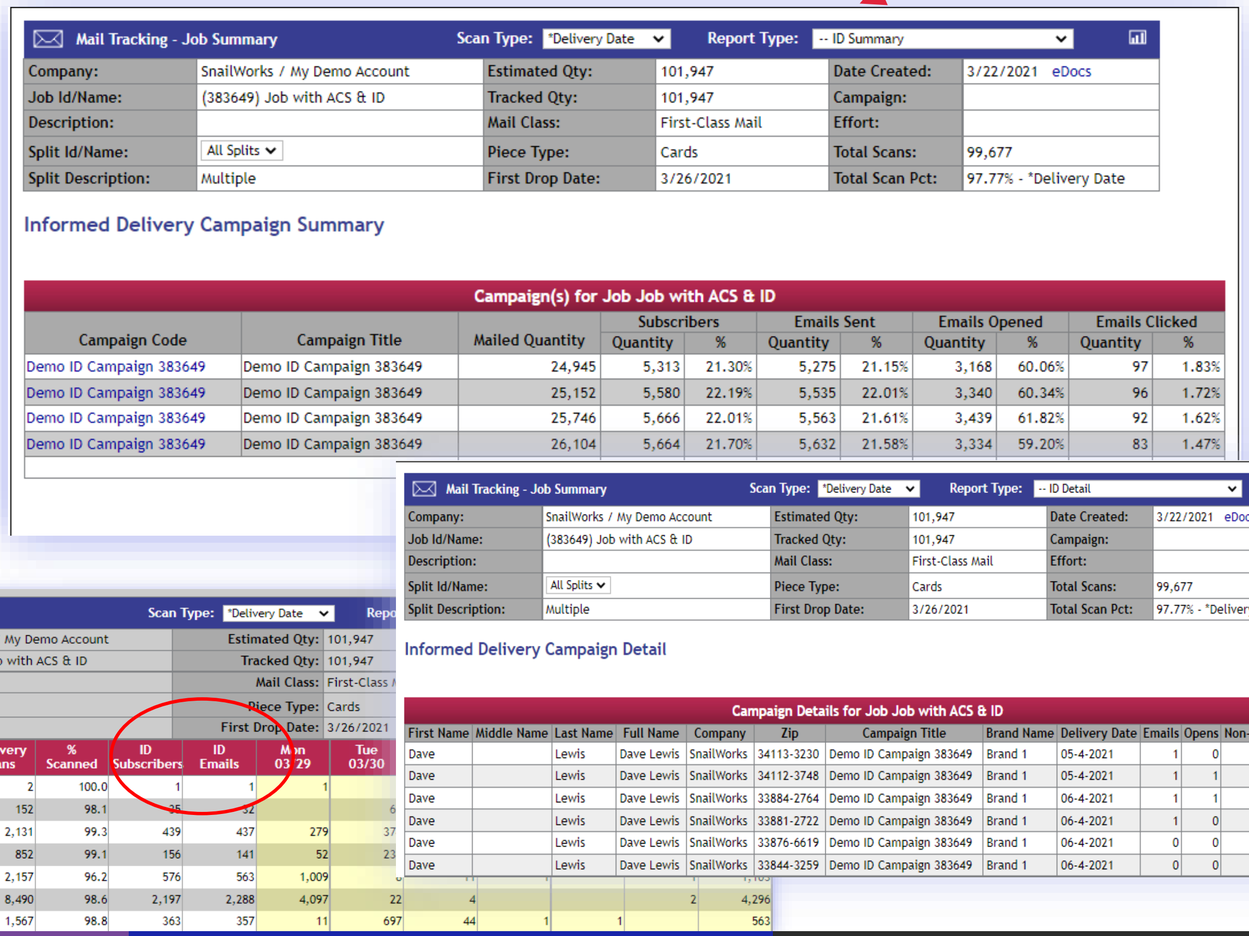


Record Count: 1,317 — ACS Data - Undeliverable Pieces

MID	Serial Number	Del Code	Deliverability Message	Postal Service Site Id	Cust Id	Name	Street	City	State	Zip	Postnet
000000	065511813	Q	Not deliverable as addressed/unable to forward/forwarding order expired	927	065511813	Dave Lewis	1 Main Street	Baton Rouge	LA	70805-5672	70805567235
000000	065507276	M	No mail receptacle	430	065507276	Dave Lewis	1 Main Street	Alger	OH	45812-8613	45812861319
000000	065513882	M	No mail receptacle	773	065513882	Dave Lewis	1 Main Street	Huffman	TX	77336-3306	77336330629
000000	065515867	M	No mail receptacle	992	065515867	Dave Lewis	1 Main Street	Clark Fork	ID	83811-0060	83811006002
000000	065516876	I	Insufficient address	799	065516876	Dave Lewis	1 Main Street	Ruidoso	NM	88345	88345

REVIEWING YOUR MAIL TRACKING DEMO JOB

Informed Delivery Reporting is accessed by your **Report Type** drop down menu. You will find Informed Delivery Summary and detail reporting. You will also notice Informed Delivery counts are provided in your state and zip reports



Mail Tracking - Job Summary | Scan Type: *Delivery Date | Report Type: -- ID Summary

Company:	SnailWorks / My Demo Account	Estimated Qty:	101,947	Date Created:	3/22/2021 eDocs
Job Id/Name:	(383649) Job with ACS & ID	Tracked Qty:	101,947	Campaign:	
Description:		Mail Class:	First-Class Mail	Effort:	
Split Id/Name:	All Splits	Piece Type:	Cards	Total Scans:	99,677
Split Description:	Multiple	First Drop Date:	3/26/2021	Total Scan Pct:	97.77% - *Delivery Date

Informed Delivery Campaign Summary

Campaign(s) for Job Job with ACS & ID

Campaign Code	Campaign Title	Mailed Quantity	Subscribers		Emails Sent		Emails Opened		Emails Clicked	
			Quantity	%	Quantity	%	Quantity	%	Quantity	%
Demo ID Campaign 383649	Demo ID Campaign 383649	24,945	5,313	21.30%	5,275	21.15%	3,168	60.06%	97	1.83%
Demo ID Campaign 383649	Demo ID Campaign 383649	25,152	5,580	22.19%	5,535	22.01%	3,340	60.34%	96	1.72%
Demo ID Campaign 383649	Demo ID Campaign 383649	25,746	5,666	22.01%	5,563	21.61%	3,439	61.82%	92	1.62%
Demo ID Campaign 383649	Demo ID Campaign 383649	26,104	5,664	21.70%	5,632	21.58%	3,334	59.20%	83	1.47%

Mail Tracking - Job Summary | Scan Type: *Delivery Date | Report Type: -- ID Detail

Company:	SnailWorks / My Demo Account	Estimated Qty:	101,947	Date Created:	3/22/2021 eDocs
Job Id/Name:	(383649) Job with ACS & ID	Tracked Qty:	101,947	Campaign:	
Description:		Mail Class:	First-Class Mail	Effort:	
Split Id/Name:	All Splits	Piece Type:	Cards	Total Scans:	99,677
Split Description:	Multiple	First Drop Date:	3/26/2021	Total Scan Pct:	97.77% - *Delivery Date

Informed Delivery Campaign Detail

Campaign Details for Job Job with ACS & ID

First Name	Middle Name	Last Name	Full Name	Company	Zip	Campaign Title	Brand Name	Delivery Date	Emails	Opens	Non- Emails	Clicks	> 10
Dave		Lewis	Dave Lewis	SnailWorks	34113-3230	Demo ID Campaign 383649	Brand 1	05-4-2021	1	0	0	0	0
Dave		Lewis	Dave Lewis	SnailWorks	34112-3748	Demo ID Campaign 383649	Brand 1	05-4-2021	1	1	0	0	0
Dave		Lewis	Dave Lewis	SnailWorks	33884-2764	Demo ID Campaign 383649	Brand 1	06-4-2021	1	1	0	0	0
Dave		Lewis	Dave Lewis	SnailWorks	33881-2722	Demo ID Campaign 383649	Brand 1	06-4-2021	1	0	0	0	0
Dave		Lewis	Dave Lewis	SnailWorks	33876-6619	Demo ID Campaign 383649	Brand 1	06-4-2021	0	0	0	0	0
Dave		Lewis	Dave Lewis	SnailWorks	33844-3259	Demo ID Campaign 383649	Brand 1	06-4-2021	0	0	0	0	0

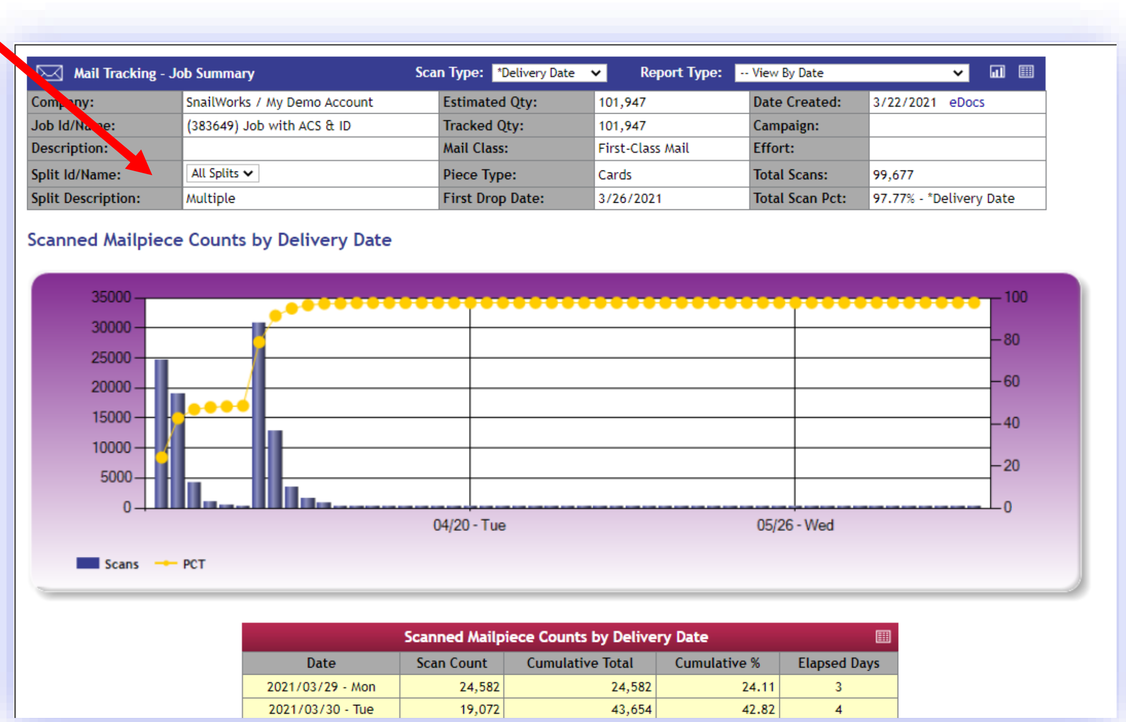
Mail Tracking - Job Summary | Scan Type: *Delivery Date

Company:	SnailWorks / My Demo Account	Estimated Qty:	101,947
Job Id/Name:	(383649) Job with ACS & ID	Tracked Qty:	101,947
Description:		Mail Class:	First-Class
Split Id/Name:	All Splits	Piece Type:	Cards
Split Description:	Multiple	First Drop Date:	3/26/2021

Job Summary By STATE	Pieces Tracked	*Delivery Scans	% Scanned	ID Subscribers	ID Emails	Mon 03/29	Tue 03/30
**	2	2	100.0	1	1	1	
AK	155	152	98.1	35	32		6
AL	2,147	2,131	99.3	439	437	279	37
AR	860	852	99.1	156	141	52	23
AZ	2,242	2,157	96.2	576	563	1,009	
CA	8,611	8,490	98.6	2,197	2,288	4,097	22
CO	1,586	1,567	98.8	363	357	11	697

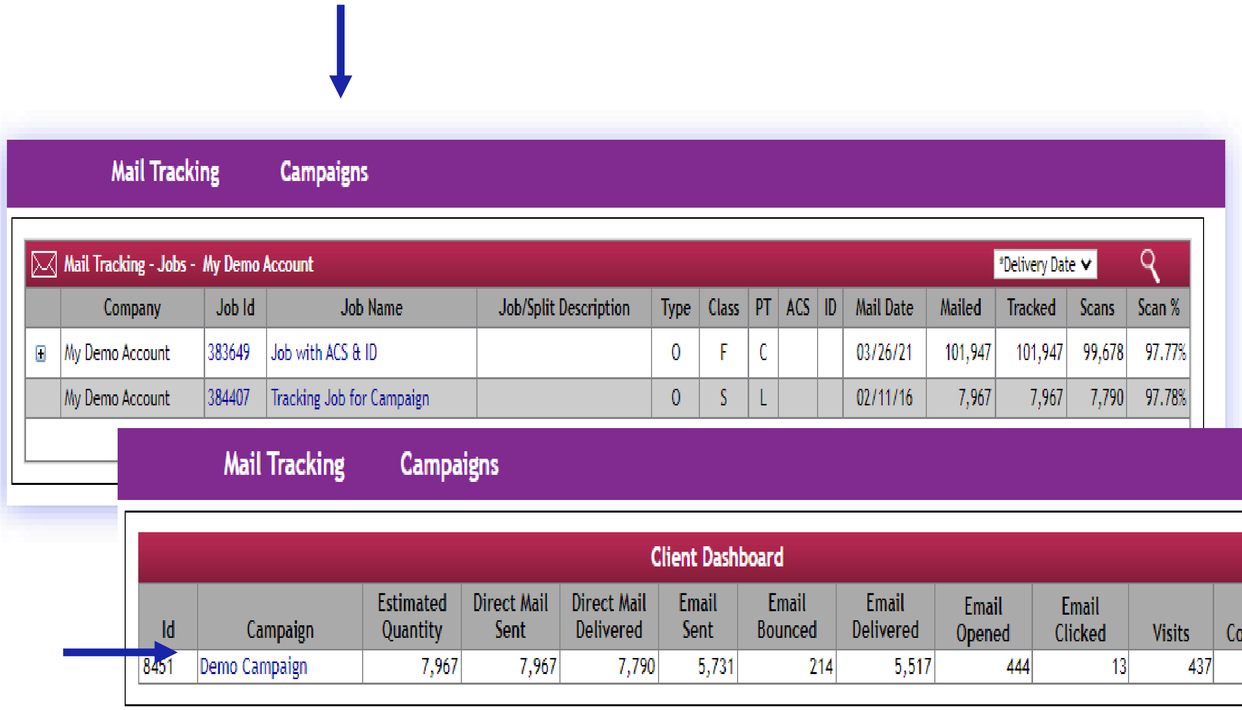
REVIEWING YOUR MAIL TRACKING DEMO JOB

Viewing your mailing by split or panel. By default reporting is displayed on your entire job. By **accessing the Split ID** drop down menu, you may view your tracking reports by individual splits.



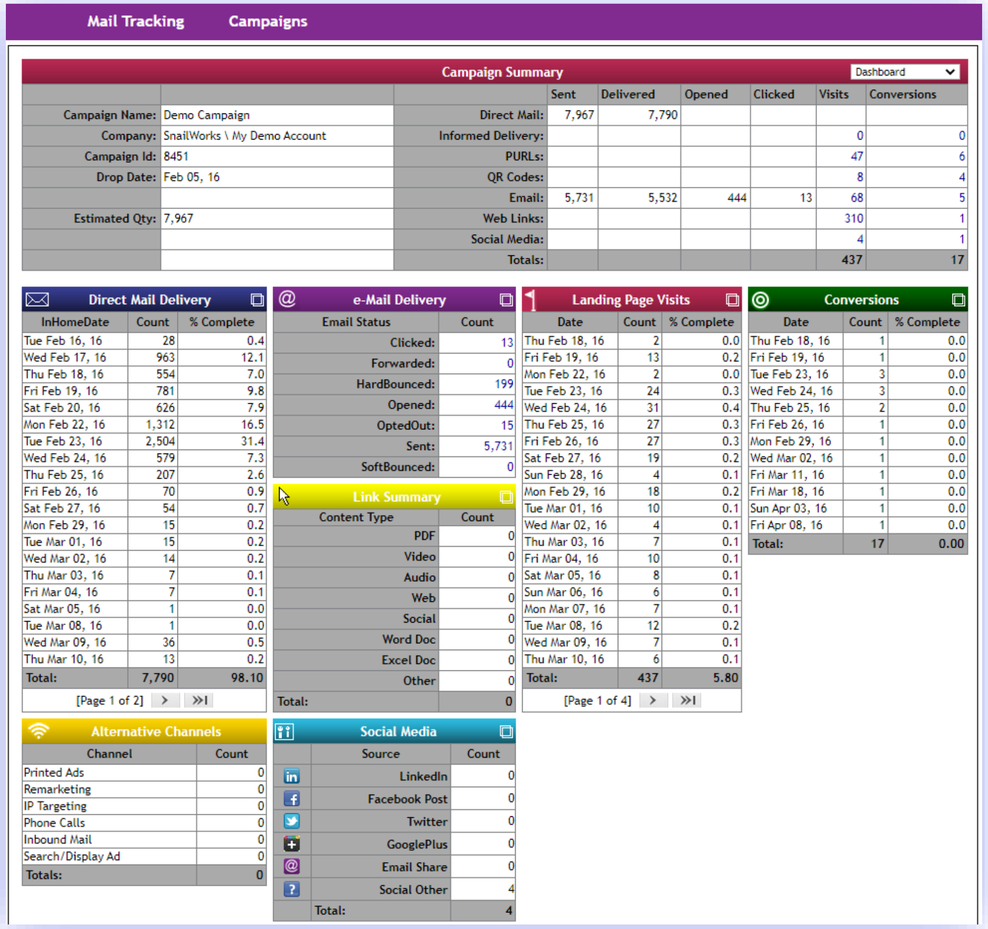
REVIEWING YOUR MULTI-CHANNEL CAMPAIGN DEMO JOB

Select the Campaign tab located in the purple bar. There will be one Demo Campaign job to select from, **Click** on that campaign job name.



REVIEWING YOUR MULTI-CHANNEL CAMPAIGN DEMO JOB

The Campaign Dashboard offers a wealth of marketing data so clients can monitor each step of their campaign. Top level mail tracking information is available along with reporting for email, landing page visits and more.



Mail Tracking Campaigns

Campaign Summary (Dashboard)

			Sent	Delivered	Opened	Clicked	Visits	Conversions
Campaign Name:	Demo Campaign	Direct Mail:	7,967	7,790				
Company:	SnailWorks \ My Demo Account	Informed Delivery:					0	0
Campaign Id:	8451	PURLs:					47	6
Drop Date:	Feb 05, 16	QR Codes:					8	4
		Email:	5,731	5,532	444	13	68	5
Estimated Qty:	7,967	Web Links:					310	1
		Social Media:					4	1
		Totals:					437	17

Direct Mail Delivery

InHomeDate	Count	% Complete
Tue Feb 16, 16	28	0.4
Wed Feb 17, 16	963	12.1
Thu Feb 18, 16	554	7.0
Fri Feb 19, 16	781	9.8
Sat Feb 20, 16	626	7.9
Mon Feb 22, 16	1,312	16.5
Tue Feb 23, 16	2,504	31.4
Wed Feb 24, 16	579	7.3
Thu Feb 25, 16	207	2.6
Fri Feb 26, 16	70	0.9
Sat Feb 27, 16	54	0.7
Mon Feb 29, 16	15	0.2
Tue Mar 01, 16	15	0.2
Wed Mar 02, 16	14	0.2
Thu Mar 03, 16	7	0.1
Fri Mar 04, 16	7	0.1
Sat Mar 05, 16	1	0.0
Tue Mar 08, 16	1	0.0
Wed Mar 09, 16	36	0.5
Thu Mar 10, 16	13	0.2
Total:	7,790	98.10

[Page 1 of 2]

e-Mail Delivery

Email Status	Count
Clicked:	13
Forwarded:	0
HardBounced:	199
Opened:	444
OptedOut:	15
Sent:	5,731
SoftBounced:	0

Link Summary

Content Type	Count
PDF	0
Video	0
Audio	0
Web	0
Social	0
Word Doc	0
Excel Doc	0
Other	0
Total:	0

Landing Page Visits

Date	Count	% Complete
Thu Feb 18, 16	2	0.0
Fri Feb 19, 16	13	0.2
Mon Feb 22, 16	2	0.0
Tue Feb 23, 16	24	0.3
Wed Feb 24, 16	31	0.4
Thu Feb 25, 16	27	0.3
Fri Feb 26, 16	27	0.3
Sat Feb 27, 16	19	0.2
Sun Feb 28, 16	4	0.1
Mon Feb 29, 16	18	0.2
Tue Mar 01, 16	10	0.1
Wed Mar 02, 16	4	0.1
Thu Mar 03, 16	7	0.1
Fri Mar 04, 16	10	0.1
Sat Mar 05, 16	8	0.1
Sun Mar 06, 16	6	0.1
Mon Mar 07, 16	7	0.1
Tue Mar 08, 16	12	0.2
Wed Mar 09, 16	7	0.1
Thu Mar 10, 16	6	0.1
Total:	437	5.80

[Page 1 of 4]

Conversions

Date	Count	% Complete
Thu Feb 18, 16	1	0.0
Fri Feb 19, 16	1	0.0
Tue Feb 23, 16	3	0.0
Wed Feb 24, 16	3	0.0
Thu Feb 25, 16	2	0.0
Fri Feb 26, 16	1	0.0
Mon Feb 29, 16	1	0.0
Wed Mar 02, 16	1	0.0
Fri Mar 11, 16	1	0.0
Fri Mar 18, 16	1	0.0
Sun Apr 03, 16	1	0.0
Fri Apr 08, 16	1	0.0
Total:	17	0.00

Alternative Channels

Channel	Count
Printed Ads	0
Remarketing	0
IP Targeting	0
Phone Calls	0
Inbound Mail	0
Search/Display Ad	0
Totals:	0

Social Media

Source	Count
LinkedIn	0
Facebook Post	0
Twitter	0
GooglePlus	0
Email Share	0
Social Other	4
Total:	4

QUICK NOTES

ABOUT YOUR DEMO ACCOUNT

GREAT FOR SALES CALLS

GREAT FOR TRAINING NEW STAFF

SUPPPORT & TRAINING PROVIDED

CO-PRESENTATIONS

GREAT FOR SALES CALLS

Use your demo account to show clients the reporting you offer for their direct marketing efforts. Particularly value added services.

GREAT FOR STAFF TRAINING

New staff members? The demo account is a great place to show them the power and capabilities of SnailWorks.

SNAILWORKS PORIVDED SUPPORT & TRAINING

Unsure how to demonstrate these services? Not a problem, your SnailWorks representative will walk your through the process.

CO-PRESENTATIONS

At your request, your SnailWorks sales representative can co-present these services with you to your clients and prospects.

QUESTIONS?

We love to hear from our clients!

SNAILWORKS
Direct Mail Insights & Solutions

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