USING YOUR SNAILWORKS DEMONSTRATION ACCOUNT

SCALUTION STATES AND S



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.





LOCATING YOUR DEMO ACCOUNT

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

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

Mail Tracking	Campaigns	New Campaign	Upload Files	Reports	Profile	New Clien
Clients		М	ail Tracking Client Sum	mary		/
 Demonstration Account 	Account Id	Company Nan	ne Job (Cnt Split Cnt	Total Mailed Qty	Total Track
First Class Delivery Job	11200	Demonstration Account		0 0		
Newly Added Client	11204	First Class Delivery Job		1 1	10	
Steedend Date Association	15921	Newly Added Client		0 0		
Standard Rate Account	11205	Standard Rate Account		0 0		
The Mailing Group	13810	The Mailing Group		2 4	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 multichannel features. To view the job you'd like to demonstrate **Click** on the job name or job number.

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



	Mail Track	ing	Campaigns											
	Aail Tracking - Jobs -	Mail Tracking - Jobs - My Demo Account											e 🗸	٩
	Company	Job Id	Job Name	Job/Split Description	Туре	Class	PT	ACS	ID	Mail Date	Mailed	Tracked	Scans	Scan %
Ð	My Demo Account	383649	Job with ACS & ID		0	F	С			03/26/21	101,947	101,947	<mark>99,678</mark>	97.77%
	My Demo Account	384407	Tracking Job for Campaign		0	S	L			02/11/16	7,967	7,967	7,790	97.78%
		-	·	Displaying rows 1 to 2 of a t	total of 2	rows	-	·			·			



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 Tracki	ng - Jo	b Sum	mary		Scan	Type: *Delive	ery Date 🗸	Report	: Туре: 😶	View By State			~	a
Com	pany:	SnailW	/orks / My De	emo Account		Estin	nated Qty:	101,947		Date Cre	eated: 3	/22/	2021 eDoo	s
Job Id/N	lame:	(38364	19) Job with	ACS & ID		Tra	acked Qty:	101,947		Cam	paign:			
Descri	otion:						Mail Class:	First-Class M	ail	E	ffort:			
Split Id/N	lame:	All Spl	its 🗸			P	iece Type:	Cards		Total S	Scans: 9	9,67	7	
Split Descri	otion:	Multip	le			First	Drop Date:	3/26/2021		Total Sca	n Pct: 9	7.77	% - *Delivery	y Date
Job Summary By STATE	Pie Trac	ces :ked	*Delivery Scans	% Scanned	ID Subscriber	ID s Emails	Mon 03/29	Tue 03/30	Wed 03/31	Thu 04/01	Fri 04/02	2	Sat 04/03	Ma 04/
** 		2	2	100.0		1 1		1						
<u>AK</u>		155	152	98.1	3	5 32		66	12	2				
AL		2,147	2,131	99.3	43	9 437	27	9 374	37	7 8		373	8	8
AR		860	852	99.1	15	6 141	5	2 234	144	1		5		
AZ		2,242	2,157	96.2	57	6 563	1,00	9 8	11	1			1	
<u>CA</u>		8,611	8,490	98.6	2,19	7 2,288	4,09	7 22	4	1			2	
<u>co</u>		1,586	1,567	98.8	36	3 357	1	1 697	44	4 1		1		
<u>CT</u>		926	913	98.6	20	2 198	22	3 37	206	i 1			1	
<u>DC</u>		164	157	95.7	4	5 45	5	0 42				1		
DE		448	443	98.9	10	7 108	18	3 15		3				
<u>FL</u>		9,891	9,734	98.4	2,53	1 2,499	1,05	1 2,039	892	2 586		20	278	5





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.





0051/20238006550929/58228978872 20201208

	Compar	y: SnailWorks / My D	emo Accoun	t	Est	imated Qty:	101,947		Dat	e Created:	3/22/2021
	Job Id/Nam	e: (383649) Job with	ACS & ID		1	racked Qty:	101,947			Campaign:	
	Descriptio	in:				Mail Class:	First-Class Ma	ail		Effort:	
	Split Id/Nam	e: All Splits 🗸				Piece Type:	Cards		T	otal Scans:	99,677
	alit Descriptio				Dave Dates	2/26/2024		Tata	Core Date	07 77% *1	
Recor	d Count: 4	m: Multiple			ACS Job S	ummary Re	port		IULA	ii Scan Pct:	7/.//76 • "L
Recon Split	d Count: 4 Drop Date	Company	Mailed	Scanned	ACS Job S	ummary Re	port Delivery %	COAs CC)As % Niz	xies Nixie	97.77% - 1
Recon Split Split 1	d Count: 4 Drop Date 3/26/2021	Company My Demo Account	Mailed 24,945	Scannec 2	ACS Job S d Scanned %	ummary Re	port Delivery %	COAs CC)As % Niz	xies Nixie	% Total A
Recon Split Split 1 Split 2	d Count: 4 Drop Date 3/26/2021 3/26/2021	Company My Demo Account My Demo Account	Mailed 24,945 26,104	Scanned 2 I DA 2	ACS Job S d Scanned % Mail Tracking - Job Summ Company: SnailWo	ummary Re Delivered ary rks / Ny Demo Account	port Delivery %	COAs CO	As % Ni:	xies Nixie	% Total A 3/22/2021 eDocs
Recon Split Split 1 Split 2 Split 3	d Count: 4 Drop Date 3/26/2021 3/26/2021 4/02/2021	Company My Demo Account My Demo Account My Demo Account	Mailed 24,945 26,104 25,152	Scanned 2 2	ACS Job S ACS Job S Scanned % Mail Tracking - Job Summ Company: SnailWo Job Id/Name: (383649	ummary Re Delivered ary Ks / Ny Demo Account	Delivery %	COAs CC 102 nated Qty: 101,94 acked Qty: 101,94 Mail Class First C	As % Niz Report Type: 1	xies Nixie	97.77% - 1 % Total A 3/22/2021 eDocs
Recon Split Split 1 Split 2 Split 3 Split 4	d Count: 4 Drop Date 3/26/2021 3/26/2021 4/02/2021 4/02/2021	Company My Demo Account My Demo Account My Demo Account My Demo Account My Demo Account	Mailed 24,945 26,104 25,152 25,746	Scanned 2 2 2 2 2	ACS Job S ACS Job S Scanned % Scanned % Company: SnailWo Job Id/Name: (383649 Description: Split Id/Name: All Split	Ummary Re Delivered ary rks / My Demo Account) Job with ACS & ID	Delivery % Estir P	COAs CO 102 nated Qty: 101,94 acked Qty: 101,94 Mail Class: First-C fiece Type: Cards	As % Niz Report Type: 17 17 17 13 13 14 14 15 14 15 15 15 15 15 15 15 15 15 15	xies Nixie 2000 d Al SCAN PCT: Nixie Date Created: Date Created: Campaign: Effort: Total Scans:	% Total A 3/22/2021 eDocs 99,677

					Record Co	ount: 1,317				ACS	Data - Undelivera	ble Pieces					
		Report Type:	ACS COA	~		Serial	Del		Postal Service								
Account	Estimated Qty:	101,947	Date Created:	3/22/2021 eD	MID	Number	Code	e Deliverability Message	Site Id	Cust Id	Name	Street	City	State	Zip	Postnet	
& ID	Tracked Qty:	101,947	Campaign:		000000	065511813	0	Not deliverable as addressed/unable to	927	065511813	Dave Lewis	1 Main Street	Baton Rouge	LA	70805-5672	70805567235	
	Mail Class:	First-Class Mail	Effort:				L.	forward/forwarding order expired					5				
	Piece Type:	Cards	Total Scans:	99,677	000000	065507276	Μ	No mail receptacle	430	065507276	Dave Lewis	1 Main Street	Alger	OH	45812-8613	45812861319	
	First Drop Date:	3/26/2021	Total Scan Pct:	97.77% - *Delive	000000	065513882	Μ	No mail receptacle	773	065513882	Dave Lewis	1 Main Street	Huffman	ТΧ	77336-3306	77336330629	
					000000	065515867	Μ	No mail receptacle	992	065515867	Dave Lewis	1 Main Street	Clark Fork	ID	83811-0060	83811006002	
					000000	065516876		Insufficient address	799	065516876	Dave Lewis	1 Main Street	Ruidoso	NM	88345	88345	
ove Deliverability	Postal Service Last First	Address Urb P Type Name N	Primary Pre lumber Directional	Street Name Su	reet Iffix Dire	Post ectional											

love	Deliverability	Service	Last	FIrst			туре	Name	Number	Directional	Street Name	Sumix	Directional	
ype	Code ?	Site Id	Name	Name	Prefix	Suffix	Old	Old	Old	Old	Old	Old	Old	
F	W	927	Lewis	Dave			S		598	N	WASHINGTON	ST		
L		927	Lewis	Dave			S		807		SUGAR MAPLE	LN		
F	w	927	Louis	Dave			¢		1772		22ND	sт	NF	





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 Tracki

	spire id/nam	.	- an optico				Fiece Iy	pe.	Cart	5		Total Scalls		,0//			
	Split Descrip	tion:	Multiple				First Dro	op Date:	3/2	5/2021		Total Scan	Pct: 97	.77% - *Deliv	very Date		
	nformed	Delivery	/ Campai	ign Sum	imary												
							Campaig	n(s) for J	ob Job wi	th ACS &	ID Emai	le Cont	Emails	Orecard	Finalla	Clinical	
	Camp	aign Code		Camp	aign Title	,	Mailed Qu	antity	Ouantity	bers %	Ouantity	r %	Ouantity	opened %	Quantity	Micked %	
	Demo ID Cam	paign 3836	49 Den	no ID Cam	paign 383	649		24,945	5,313	21.30%	5,27	5 21.15%	3,16	8 60.06%	97	1.83%	
	Demo ID Cam	paign 3836	49 Den	no ID Cam	paign 383	649		25,152	5,580	22.19%	5,53	5 22.01%	3,34	0 60.34%	96	1.72%	
	Demo ID Cam	paign 3836	49 Den	no ID Cam	paign 383	649		25,746	5,666	22.01%	5,56	3 21.61%	3,43	9 61.82%	92	1.62%	
	Demo ID Cam	paign 3836	49 Den	no ID Cam	paign 383	649		26,104	5,664	21.70%	5,63	2 21.58%	3,33	4 59.20%	83	1.47%	
		Scan Ty	ype: *Deliver	ry Date 🗸	Repo	Company Job Id/Na Descriptio Split Id/N Split Desc	: ime: on: ame: cription:	SnailWorks / (383649) Jol All Splits V Multiple	' My Demo Acc b with ACS & II	ount	Estimated Tracked C Mail Class Piece Typ First Drop	d Qty: Qty: :: :: :: :: :: :: :: :: :: :: : : :	101,947 101,947 First-Class Ma Cards 3/26/2021	Da Da Ca ail Eff Tot	te Created: mpaign: fort: tal Scans: tal Scan Pct:	3/22/2021 eDoo 99,677 97.77% - *Deliver	:s
/ My [ob with	Demo Account h ACS & ID		Estima Trac M Rie	ted Qty: 1 ked Qty: 1 ail Class: F ce Type: C	01,947 01,947 irst-Class / ards /26/2021	Informe	ed Delivery	Campaig	n Detail	Cam	paign Deta	ils for Job Job	with ACS 6	t ID			
liverv	8	ID	ID	Mon	Tue	First Nam	e Middle Name	e Last Name	Full Name	Company	Zip	Campaig	n Title	Brand Name [Delivery Date E	mails Opens Non	- Emails
cans	Scanned S	Subscribers	Emails	03 29	03/30	Dave		Lewis	Dave Lewis	SnailWorks	34113-3230	Demo ID Campa	ign 383649	Brand 1 (05-4-2021	1 1	0
45	2 100.0	1	1	1	4	Dave		Lewis	Dave Lewis	SnailWorks	33884-2764	Demo ID Campa	ign 383649	Brand 1 (06-4-2021	1 1	0
2.13	2 70.1 1 99.3	439	437	279	37	Dave		Lewis	Dave Lewis	SnailWorks	33881-2722	Demo ID Campa	ign 383649	Brand 1 0	06-4-2021	1 0	0
85	2 99.1	156	141	52	23	Dave		Lewis	Dave Lewis	SnailWorks	33876-6619	Demo ID Campa	ign 383649	Brand 1 (06-4-2021	0 0	0
2,15	7 96.2	576	563	1,009		Dave		Lewis	Dave Lewis	SnailWorks	33844-3259	Demo ID Campa	ign 383649	Brand 1 (06-4-2021	0 0	0
8,49	0 98.6	2,197	2,288	4,097	22	2	4			2 4,2	96						
1.56	7 98.8	363	357	11	69	7	44	1	1	5	63						

Mail Tracking - Jo	bb Summary Sca	an Type: *Delivery Date	 Report Type: 	· ID Summary	✓ III
ompany:	SnailWorks / My Demo Account	Estimated Qty:	101,947	Date Created:	3/22/2021 eDocs
b ld/Name:	(383649) Job with ACS & ID	Tracked Qty:	101,947	Campaign:	
escription:		Mail Class:	First-Class Mail	Effort:	
lit Id/Name:	All Splits 🗸	Piece Type:	Cards	Total Scans:	99,677
lit Description:	Multiple	First Drop Date:	3/26/2021	Total Scan Pct:	97.77% - *Delivery Date

Job Id/N

olit Id/ Split Descrip

Job Summary By

STATE

CA со

		Campaign(s) for	Job Job wi	th ACS &	ID					
			Subscri	ibers	Emails	Sent	Emails O	pened	Emails C	licked
Campaign Code	Campaign Title	Mailed Quantity	Quantity	%	Quantity	%	Quantity	%	Quantity	%
no ID Campaign 383649	Demo ID Campaign 383649	24,945	5,313	21.30%	5,275	21.15%	3,168	60.06%	97	1.83%
no ID Campaign 383649	Demo ID Campaign 383649	25,152	5,580	22.19%	5,535	22.01%	3,340	60.34%	96	1.72%
no ID Campaign 383649	Demo ID Campaign 383649	25,746	5,666	22.01%	5,563	21.61%	3,439	61.82%	92	1.62%
no 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 - Jo	ob Summary S	can 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
00	Split Description:	Multiple	First Drop Date:	3/26/2021	Total Scan Pct:	97.77% - *Delivery Da





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.



Campaigns

Mail Tracking

\searrow	Mail Tracking - Jobs -	My Demo	Account									*Delivery Dat	e 🗸	٩
	Company	Job Id	Job Name	Job/Split Description	Туре	Class	PT	ACS	ID	Mail Date	Mailed	Tracked	Scans	Scan %
Ð	My Demo Account	383649	Job with ACS & ID		0	F	C			03/26/21	101,947	101,947	99,678	97.779
	My Demo Account	384407	Tracking Job for Campaign		0	S	L			02/11/16	7,967	7,967	7,790	97.78%

Mail Tracking Campaigns

				C	lient Dash	board				
Id	Campaign	Estimated Quantity	Direct Mail Sent	Direct Mail Delivered	Email Sent	Email Bounced	Email Delivered	Email Opened	Email Clicked	Visits
8451	Demo Campaign	7,967	7,967	7,790	5,731	214	5,517	444	13	











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.

- 1	L				
iil Irac	king (C	am	Dat	en

Campaign Summar Dashboard Clicked Delivered Visits Conversions Sent Opened Campaign Name: Demo Campaign Direct Mail: 7.967 7,790 SnailWorks \ My Demo Account Informed Delivery Campaign Id: 845 47 PURLs Drop Date: Feb 05, 16 QR Codes: Email: 5,731 5,532 68 444 13 Estimated Qty: 7,967 310 Web Links Social Media 4 437 Totals:

\square	🛛 Direct Mail Delivery 🔲		@	e-Mail Delivery		Landing Page		Visits 🔲 🔘		Conversions		
InHo	meDate	Count	% Complete		Email Status	Count	Date	Count	% Complete	Date	Count	% Com
Tue Feb	16, 16	28	0.4		Clicked:	13	Thu Feb 18, 16	2	0.0	Thu Feb 18, 16	1	
Wed Feb	o 17, 16	963	12.1		Forwarded:	0	Fri Feb 19, 16	13	0.2	Fri Feb 19, 16	1	
Thu Feb	18, 16	554	7.0		LlandDavinaside	100	Mon Feb 22, 16	2	0.0	Tue Feb 23, 16	3	
Fri Feb 1	19, 16	781	9.8		Hardbounced:	177	Tue Feb 23, 16	24	0.3	Wed Feb 24, 16	3	
Sat Feb	20, 16	626	7.9		Opened:	444	Wed Feb 24, 16	31	0.4	Thu Feb 25, 16	2	
Mon Feb	22, 16	1,312	16.5		OptedOut:	15	Thu Feb 25, 16	27	0.3	Fri Feb 26, 16	1	
Tue Feb	23, 16	2,504	31.4		Sent:	5,731	Fri Feb 26, 16	27	0.3	Mon Feb 29, 16	1	
Wed Feb	o 24, 16	579	7.3		SoftBounced	0	Sat Feb 27, 16	19	0.2	Wed Mar 02, 16	1	
Thu Feb	25, 16	207	2.6		sortbounced.	0	Sun Feb 28, 16	4	0.1	Fri Mar 11, 16	1	
Fri Feb 2	26, 16	70	0.9	2	Link Summary		Mon Feb 29, 16	18	0.2	Fri Mar 18, 16	1	
Sat Feb	27, 16	54	0.7		Content Type	Count	Tue Mar 01, 16	10	0.1	Sun Apr 03, 16	1	
Mon Feb	29, 16	15	0.2		DDE	counc	Wed Mar 02, 16	4	0.1	Fri Apr 08, 16	1	
Tue Mar	01, 16	15	0.2		PUF	0	Thu Mar 03, 16	7	0.1	Total:	17	
Wed Mar	r 02, 16	14	0.2		Video	0	Fri Mar 04, 16	10	0.1			
Thu Mar	03, 16	7	0.1		Audio	0	Sat Mar 05, 16	8	0.1			
Fri Mar (04, 16	7	0.1		Web	0	Sun Mar 06, 16	6	0.1			
Sat Mar	05, 16	1	0.0		Social	0	Mon Mar 07, 16	7	0.1			
Tue Mar	08, 16	1	0.0		JUC ID		Tue Mar 08, 16	12	0.2			
Wed Mar	r 09, 16	36	0.5		Word Doc	0	Wed Mar 09, 16	7	0.1			
Thu Mar	10, 16	13	0.2		Excel Doc	0	Thu Mar 10, 16	6	0.1			
Total:		7,790	98.10		Other	0	Total:	437	5.80			
[Page 1 of 2] > >>I			Total	:	0	[Page 1 of	f 4] >	»I				
	Alterr	native Ch	annels	îì	Social Media	D						
	Channe	əl	Count		Source	Count						
Printed Ads		0	in	LinkedIn	0							
Remarketing		0		Easter Dat								
IP Targeting		0		Facebook Post	0							
Phone Calls		0		Twitter	0							
Inbound	Inbound Mail		0		GooglePlus	0						
Search/Display Ad		0	0	Email Share	0							
lotals: 0												

Total:







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 copresent these services with you to your clients and prospects.

QUESTIONS?

We love to hear from our clients!





customerservice@snailworks.com



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snailworks.com