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# UNDER THE SHELL

A Free informational publication for direct marketers

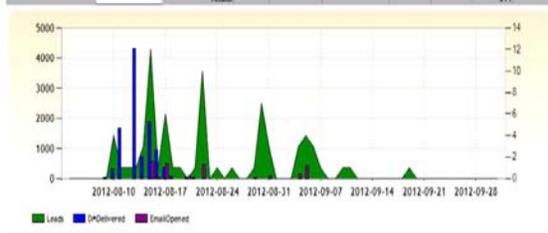


October 17, 2012

## Don't Just Think About Mail. It's A Campaign. Campaign Timeline Reporting Now Available.

Each day at SnailWorks we're launching more and more campaigns for our clients and having more fun than ever watching what works and what doesn't with each multi-channel campaign. OK, you don't hear fun associated a lot with watching marketing results, but SnailWorks does make it kinda fun – and certainly easy. A new report we just launched, called the "Campaign Timeline" allows you to look at all of your efforts in multiple channels day-by-day in a single report. Whee!

Campaign Summary							
	Send	Delivered	Undelivered	Opened	Clicked	Landed	Captured
Campaign Name: Gold Blotch	Direct Mail: 16,000	10,149	5,451			51	14
Campaign PDI:	Email: 19,456	18,970	486	2,204	198	244	44
Drop Date:	QR Codes: 16,000	10,149				16	11
Estimated Qty: 14200	Web Links:					0	0
	General URL:					0	0
	Social Media:					0	0
	<b>Totals:</b>					<b>311</b>	<b>69</b>



Campaign Timeline						
Date	Delivered	Sent	Opened	Landing Page Hits	Distinct Leads	% of Total Leads
2012-08-04					1	
2012-08-05						
2012-08-06						
2012-08-07						
2012-08-08						
2012-08-09	12					
2012-08-10	308			4	4	
2012-08-11	1,670			2	1	
2012-08-12				2	1	
2012-08-13	4,135			5	1	
2012-08-14	748			5	3	
2012-08-15	1,875	5,709	552	25	12	
2012-08-16	951	228	23	5	1	
2012-08-17	263	3,565	483	25	6	
2012-08-18	67			2	1	
2012-08-19				2	1	
2012-08-20	14	672	65	1	1	
2012-08-21	6			5	1	
2012-08-22		3,749	471	42	10	
2012-08-23				5		
2012-08-24				3	1	
2012-08-25						

[Click here](#) for a detailed view.

No, really, it's a revelation to measure at a glance the effectiveness of what once seemed like a complicated campaign. We just completed a campaign that included a direct mailing, a triggered email, an email blast sent to customers that we didn't have an mailing address for, and a second triggered email 18 days after the first for customers who never clicked the first time around. There was something going on pretty much every day – mail was getting delivered, emails were being sent, landing pages were being visited, responses were being sent – all the activities of a modern multi-channel campaign. With the Campaign Timeline we can see what occurred on any given day – how many pieces were delivered, how many email were sent, how many were opened, how many landing page visits there were, and how many responses. It's easy to judge what activities drive response, and even to see what response device worked – whether it was a PURL, a QRURL, a GURL, from an email, a mobile device, or a typed in response. You can even see specifically who responded each day – and how. Suddenly a campaign that sounded complicated is simple, all laid out on a single web-based report. This is as close as you'll get to a marketing amusement park! (OK, our bar for fun is low.)

This building and measuring of a campaign is what multi-channel is all about, and why it's great. Where you may have once just sent a direct mail effort and some random email blasts, and sort of measured response, you can now deploy and manage a campaign almost as easily. And you will measure your results – it's automatic. You really can't help but be a better marketer.

On some of the early campaigns we did for our clients we asked them how their SnailWorks campaign had done compared to earlier non-SnailWorks efforts. In many cases the answer was "I really don't know. I never had a good way to measure how my campaigns did." Oh, they knew their overall response rate, but they often had little detail into exactly what was working – they sent a bunch of mail, they got a bunch of orders. These folks are hooked on the Snail today in large measure just because they can see how every effort they make works in detail, and make them more effective next time. (There are a lot of impressed bosses, too.)

And don't think SnailWorks is limited to direct mail and email. We're tracking responses to banner ads, Facebook posts, Twitter, and more – if the response goes to a web based landing page we can measure it and tie it into your campaign. So go ahead – be a multi-channel mogul. SnailWorks has you covered!

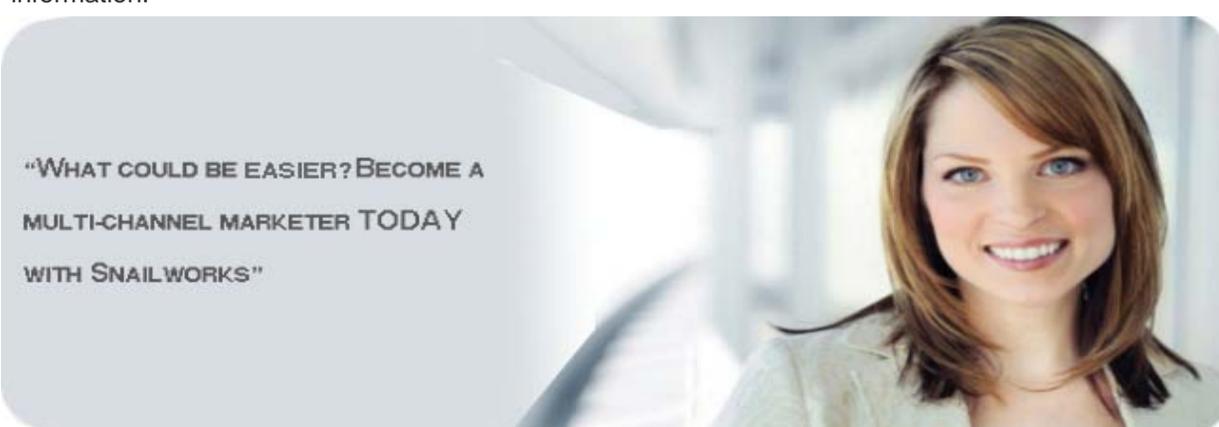
## MFSA Becomes Association of Marketing Service Providers! We Still Love Mail, But It's All About Marketing.

SnailWorks was really born out of the changing needs of the mail service provider industry. Printers and mailers recognize the need to embrace a full array of marketing channels, and deliver them to their clients. SnailWorks was designed to give that community just the tools to do that. In fact, SnailWorks is a Gold Sponsor of MFSA. Well, we were, but effective January 1, 2013 we'll be a Gold Sponsor of the Association of Marketing Service Providers, a new name that reflects a new direction for the association. Mailing and fulfillment are still important channels, but it has become essential for service providers to offer more. As direct marketers turn more and more to creating multi-channel campaigns, they will be looking for their traditional service providers to provide the bridge between traditional marketing channels and new online channels. AMSP (provide your own pronunciation) is dedicated to helping its members make that transition.

At SnailWorks, we applaud AMSP's new direction and focus, just as we embrace true multi-channel marketing. We agree that this represents the future, and we also look forward to continuing to support the association and its members. We believe that SnailWorks represents the new breed of marketing service organization that will move our industry forward.

So let's all say it together – AMSP, AMSP, AMSP. Got it? Good!

Call us at 855 MYSNAIL (855-697-6245), or visit us on the web at [www.snailworks.com](http://www.snailworks.com) for more information.



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