

## MAILING SOLUTION

Redi-Mail and IMb Tracing® -  
More Than Delivery Status

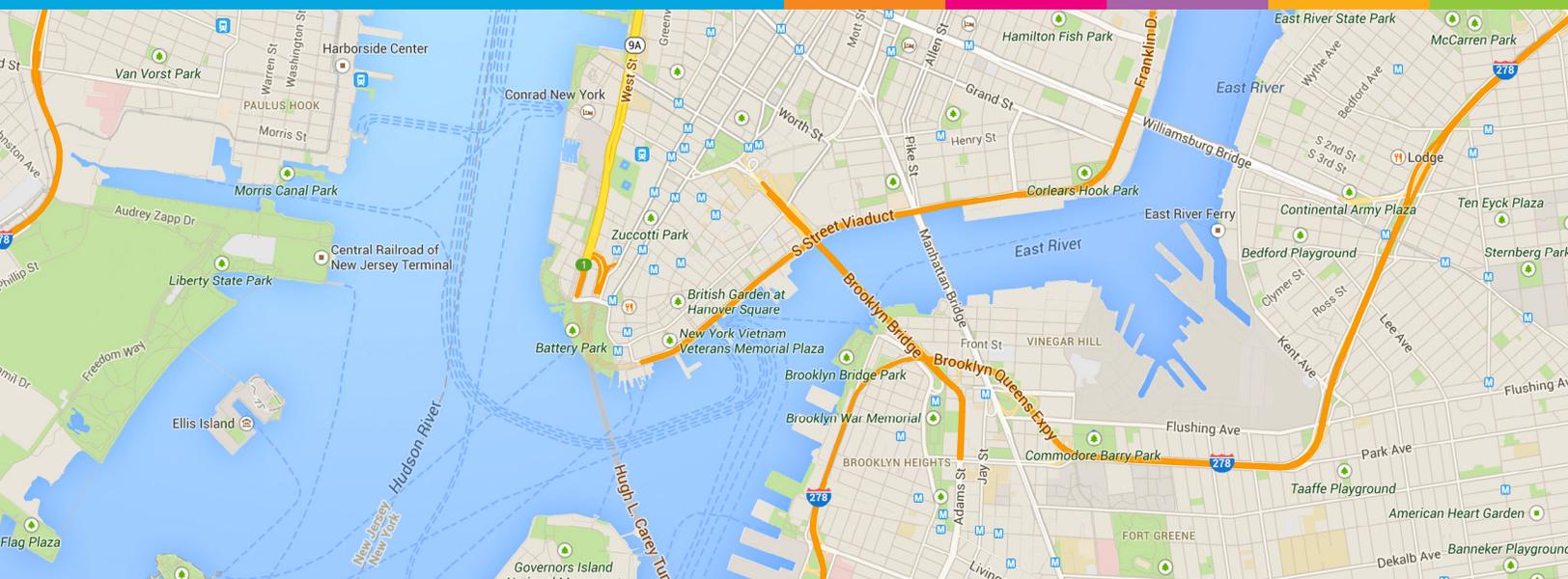
### IMPROVE RESPONSE RATES, CUSTOMER EXPERIENCE, CASH FLOW, AND MORE!

Redi-Mail's IMb Tracing is a cutting-edge tracking, analytics and reporting platform that offers you visibility into your outgoing and return mail, from the time it drops until it reaches its last USPS destination.

The advantages go well beyond just knowing where your pieces are in the mailstream. Mail-based intelligence can translate into better decisions, and better business.



Redi-Mail®  
DIRECT MARKETING  
A Redi-Direct Company



## What is IMb Tracing?

Mailers can apply Redi-Mail's IMb Tracing® to their campaigns in two different ways, both of which provide valuable insight for multiple departments across an entire organization, from marketing, customer service and call centers to finance and billing.

**Destination IMb Tracing** – For outgoing mail. This provides processing information that helps determine delivery. In other words, this service helps you determine when your mailpieces will reach their destination.

**Origin IMb Tracing** – For incoming mail. This provides intelligence about what your customers do once they receive your message. That means you can know when and where your customers take action with the reply mail coming back to you.

## The Many Ways IMb Tracing Can Help Your Business

The widespread benefits of using Redi-Mail's IMb Tracing service are rooted in the ability to predict when your message will actually reach a customer, and being able to anticipate their action. This knowledge allows mailers and marketing teams to track the success of direct mail programs by comparing anticipated delivery dates with response.

## Optimize Response Rates

Understanding delivery patterns allows for adjustments in drop dates to ensure messages arrive at just the right time for optimal response, a key benefit to any mailing and especially those related to business openings, special sales, or events. Analytics that correlate sales and delivery can also be used to modify future campaigns.

Ryan Cosgrove, Director of Operations at Redi-Mail, commented, "Without IMb Tracing, deliverability may be an unknown. The insight available with IMb Tracing is invaluable when it comes to identifying destroyed, mishandled, returned, forwarded or undelivered pieces. It enables better, actionable metrics."

## Synchronize Multichannel Efforts

Mail-based intelligence from Redi-Mail's IMb Tracing is not limited to correlating delivery dates with response rates. Mailers can more tightly coordinate multi-channel programs by using expected delivery dates to trigger pre-arrival or follow-up calls, emails or text messages.

## Identify Issues

Organizations can utilize IMb Tracing data to spot possible fraud by identifying high-value mail content that fails to reach its destination, or resolve delivery discrepancies or other delivery issues with the USPS.



## Optimize Organizational Processes

In addition, aligning business processes and resources with the actual processing and delivery of your outgoing and incoming mail can contribute to a positive customer experience, enable better management of cash flow, optimize inventory planning, and much more. With Redi-Mail's IMb Tracing, you can know:

- ✓ When to schedule call center or other response staffing
- ✓ When to stock fulfillment inventory
- ✓ How changes in your supply chain might impact business
- ✓ Why geographic response rates might differ
- ✓ How corporate capital might be affected by anticipated cash flow

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## Better Business Decisions for a Better Bottom Line

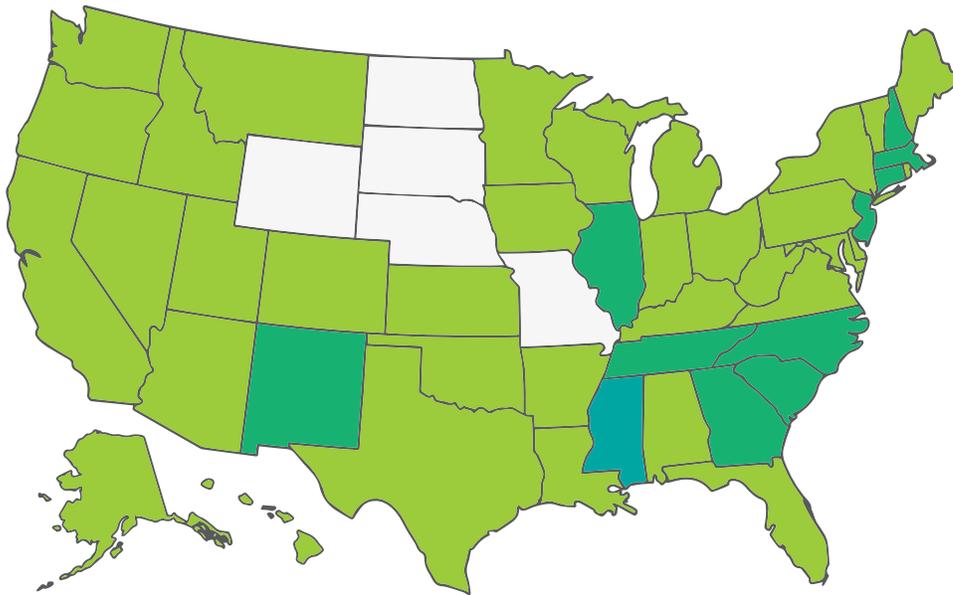
Redi-Mail's IMb Tracing® Can Help:

- ✓ Advertising Agencies
- ✓ Banks
- ✓ Catalog and Mail Order Companies
- ✓ Collection Agencies
- ✓ Direct Mail Advertisers
- ✓ Financial Organizations
- ✓ Government Organizations
- ✓ Insurance Companies
- ✓ Non-Profit Organizations
- ✓ Political Organizations
- ✓ Retailers
- ✓ Utility Companies

### IMb Tracing and Reporting

Redi-Mail's proprietary web portal can be used to make sense of the raw scan data that accumulates as your mail moves through the mailstream. This provides mailers with 24/7 access to real-time data that is actionable. Campaign overview data is always available, and Cumulative Scan Reports and State Reports can be run at any time.

Ryan Cosgrove stated, "A simple login gives clients a quick, up-to-date view of performance reports, anytime they want."



#### Tracking Map % Delivered

- 81% - 100%
- 51% - 80%
- 21% - 50%
- 0% - 20%

Use IMb Tracing from Redi-Mail on your next campaign to collect the data from your mail pieces as they are sorted and approach delivery, and leverage the knowledge to make better decisions, and build better business.

**Redi-Mail...Delivering Exceptional Value**

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