



Post Analytics

Building your customer database is easy with our state of the art Post Analytics program. When you add the Post Analytics feature to your mailing you will obtain addresses and other demographic information about the responders. This valuable information can be captured for only **\$0.06 per card**.

Each coupon is coded with a barcode and/or a sequential number to identify the unique responder. When we receive the coupons we generate a matchback report with the responder's specific address.

With Post Analytics, we can determine the demographic information and origin of a redeemed coupon to further advance your marketing strategy for future mailings & loyalty mailings. Knowledge is power and Post Analytics gives you POWER; the power to know how and why your direct mail campaign is so successful. Post Analytics is one of the best ways to identify who your perfect customer is and more importantly, who is not. This helps to maximize your marketing dollars and results as you reach out to potential new customers!

These detailed Post Analytic Reports of the responders will show:

- percentage redemption by zip code & carrier route
- redemption by home address
- household demographics
- distance traveled
- total number of redeemed coupons & percentage response by offer
- multiple coupon offer redemption breakout per household
- length of residence

