

LEADMatch CASE STUDIES

Transportation Company

DIRECT MAIL MEASUREMENT & VANITY URLS

CLIENT OBJECTIVE

Utilize direct mail measurement to attribute effectiveness of mailers in driving lead generation

SUCCESS METRIC

New Driver Lead Gen Form Completes

INSIGHTS OVERVIEW

- Client included well-positioned and unique Vanity URL in an effort to capture attribution, to which only 61 recipients navigated
- With LEADMatch technology, Client achieved over 30,000 website visitors who did not visit the vanity URL, but were traced back to this mailing via LEADMatch technology and a 6.5% conversion rate.
- The vast majority of attributable website visits would not have been recognized without proper Direct Mail Measurement

NOT EVERYONE TYPES IN A SPECIFIC URL...

HERE'S PROOF!

RESULT

1,502,692 mailers tracked

61 vanity URL visits

6.5% conversion rate

>30,000 website visitors did not visit the vanity URL, but were traced back to this mailing via LEADMatch technology

