

Marquardt Management

GOAL:

Communicate the opening of their new Park Centre location and get prospects to attend a virtual event showcasing their new apartments

OFFER:

Lock in an exclusive offer

CHANNELS:

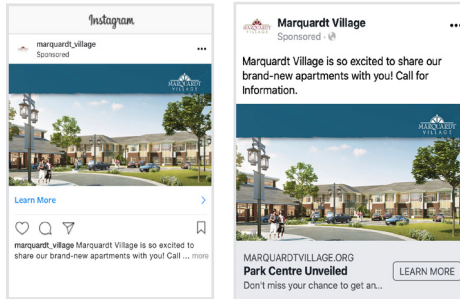
Direct Mail, Call Tracking, Informed Delivery, Social Media and Google Display Network Ads

GRAPHICS:

Direct Mail PostCards



Online Follow Up Ads



RESULTS:

Campaign Engagements/KPI's

TOTAL TOUCHES: 258,727

236,967 Digital Displays and 21,760 Direct Mail Pieces

You received 10.89 times more exposure on your direct mail by including digital ads

ENGAGEMENTS: 701

Total clicks from Informed Delivery, Campaign Accelerator, Online Follow-Up, Social Media Follow-Up, SocialMatch and calls.

You're overall engagement rate was .3%

TOTAL VISITORS: 1200

Number of people driven to your URL

TOTAL LEADS: 832

Number of people that went to your site that were matched to a physical address

TOTAL LEADMATCH: 35

Number of people who clicked on your ad that were on your mailing list
797 people identified that were not on your mail list



Mail Tracking

FIRST DROP

7,112 on 3/27/2020

100% DELIVERED 99% delivered in 4 days

SECOND DROP

7,336 on 4/24/2020

98.97% DELIVERED 96% delivered in 5 days

THIRD DROP

7,312 on 5/9/2020

99.99% DELIVERED 95% delivered in 5 days

Informed Delivery®

1542 were signed up and received the email (21% of list)

884 or **57.3%** opened their email

10 people clicked on the ad **1.13%** click through rate

Call Tracking

29 calls were recorded from the mailing.

First call came in 5 days after the first mail date

Online Follow Up

87,382 times your ads have been displayed

56 times your ads have been clicked on

1200 people are on your follow-up list (meaning they will continue to be followed by your ad)

Social Match

6436 people were identified on your mail lists with Facebook or Instagram accounts

8062 ads were displayed to those people identified

119 clicks (these people would continue to be followed with your ads)

Social Media Follow Up Ads

>1,000 unique visitors w/social media.

NOTE: Facebook will not report a definitive number of followers until the number is greater than 1,000

4,695 ads were displayed

123 clicks (these people would continue to be followed with your ads)

2.62% click through rate

LEADMatch

832 total leads **35** of them were people from your mail list