BB MAIL+ Lite

Ideal for:
- New mover
- Appointment reminders
- Just listed/just sold
- Keep in touch programs
- Small business mailings
- Birthday mailings
- Neighborhood mailings
- And more!

7 Technologies

- **SocialMatch**
- **Mail Tracking**
- **QR Codes**
- **Call & Text Tracking**
- **Online Follow-Up**
- **Social Media Follow-Up**
- **LEADMatch**

$458/Mo. up to **4 Mailings** 2,000 pieces/mo.

+ **Add Informed Delivery®** for only $158/mailing

SocialMatch

Match Facebook and Instagram accounts to the mailing list to deliver social ads to feeds before, during, and after the mailer hits.

Mail Tracking

Know exactly when a mail campaign hits mailboxes, export delivery lists, and receive non-scan data down to the individual mail piece.

QR Codes

Maximize engagement with static or personalized QR Codes. Increase and track the response to mail through our custom reporting dashboard to see various types of scan data including who scanned.

+ PQR Codes: $200 per mailing setup fee

Call & Text Tracking

Track campaign effectiveness by recording every call/text that comes in as a result of the mail campaign, with contact information of respondents when available. Engage prospects and drive incremental conversions by delivering coupons and URLs via SMS from the same call/text tracking number.

Online Follow-Up

Re-engage website visitors who left without converting by reminding them of their interest through retargeting ads on the Google Display Network.

Social Media Follow-Up

Re-engage website visitors who left without converting by reminding them of their interest through retargeting ads on Facebook and Instagram.

LEADMatch

Receive a list of anonymous website visitors and direct mail recipients who went to the website that includes contact information and what actions they took to build 9-18% response mailing lists and prove direct mail campaign attribution. *See LEADMatch pricing for per record cost to purchase list.