B+B MAIL+

Marketing Automation Platform

13 Technologies: 4 Bundled Platforms to Choose From

Tracking Mail & Lifting Response Rates Through Omnichannel Marketing

8 Technologies

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.

Informed Delivery®

Through Informed Delivery® integration, add an additional touchpoint and full color clickable ad through the USPS's daily mail preview sent via email. Receive a list of who on the mailing list received the email, opened it, and clicked on the ad to show campaign attribution.

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.

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12 Technologies (includes all 8 of DM2.0) plus:

YouTube Ads

Capture attention and cut through the clutter with dynamic video instream ads. Serve video ads before users play their favorite YouTube videos to engage the audience.

Demand Gen

Serve video and image ads across Google feed environments including Google Discover, YouTube, Shorts, and Gmail.

Google Geotargeting

Display ads in the Google Display Network to direct mail recipients, lookalike and affinity audiences geographically based on the mailing list target areas, keywords and keyphrases, and search/browsing history.

Social Media Geotargeting

Display ads through Facebook and Instagram to direct mail recipients, lookalike and affinity audiences geographically based on the mailing list target areas, keywords and keyphrases, and search/browsing history.