



pixa post



direct mail, reimagined

Wondering how well your direct mail is working? Struggling to really quantify results and determine Return on Investment?



Introducing Pixa Post

Pixa Post is like super charging your direct mail!

It will integrate your direct mail piece with social media and digital display ads all in one campaign. Then all activity is reported back to a single dashboard to review real time results based on the actual performance of the campaign.

***Enhance the results of your direct mail campaigns
by an average of 23-46%!***

features of pixa post



Social Match

We can match 40-60% of your mailing list with their associated Facebook and Instagram accounts, and market a digital ad to your audience while your direct mail piece is still in the mail. So, by the time your piece hits mailboxes, your audience is already familiar with your brand.



Mail Tracking

PREDICT and CONFIRM when your mail reaches mailboxes – just like a package! This way you will always know the percentage of mail that has arrived and the percent that is left to be delivered. You'll be better prepared for new calls and online leads.



USPS Informed Delivery

Informed delivery is a new service from the USPS® that sends out an email to mail recipients, showing them what to expect in their mailboxes. It also allows for marketers to incorporate interactive elements in their campaign, further integrating digital with your printed piece.



Call Tracking

Included call tracking allows you to see the exact data and results of your campaigns (and record and listen to sales calls), which lets you quality check for better results as they're rolling in.



Online Follow Up

Your Pixa Post campaign includes a Google campaign that displays follow-up ads to your website visitors all across the internet, keeping you top of mind until they're ready to buy.



Social Media Follow Up

In addition to online follow up, we can also set you up with social media follow up. By re-marketing your ad on Facebook, you are able to stay in front of your top prospects. In fact, Facebook has over 1.65 BILLION monthly users and that number keeps climbing.

Ready to get started? 480.380.2201

SUPER-CHARGE YOUR MAIL!



Think Pixa, your local full-service marketing & print resource