

SnailWorks™ MailTracking

Product Information

More Than Reporting – Action

Mail tracking has for years provided valuable benefits to direct marketers. Mail Tracking offers advantages that go far beyond simply knowing where mail pieces are in the mailstream. Mail Tracking turns your tracking data into action.

Mail Tracking delivers services that makes managing complex data a snap, provides reporting that lets you know exactly when mail is being delivered and when/where it is in the custody of the USPS, and allows you to build a plan that coordinates the deployment of a broad range of marketing messages with mail pieces for maximum message/offer reinforcement. Mail Tracking gives you the es-sential tools for tracking every piece of mail and makes your multi-channel marketing programs easy, highly effective and profitable.

Extensive Capabilities

- Outbound mail tracking and reporting
 - Reporting available by first scan, last scan and delivery date
 - Drillable reports from a national view to a single piece
 - Multi-version projects supported
- Inbound/reply mail tracking and reporting
- Create daily trigger files from your tracking data to deploy coordinated emails, telemarketing, and more
- Trigger files coordinate with other SnailWorks services or with your own providers
- Forwarded and Returned Mail reports let you know not only when your mail is delivered, but where
- Single Source ACS management and reporting
- Full-Service Service Type ID support

Easy to Use

- Creating jobs couldn't be simpler. Create a job and upload online —if you need assistance, our customer support team is available to help you every step of the way. Batch job creation is available for high-volume mailers – no interruption to your production flow.
- The Dashboard is web-based so you can view and download reports anytime and anywhere you want.
- Look up individual mail pieces by multiple criteria
- Download reports, select from pdf, HTML or Excel



Mail Tracking Overview

POSTAL AREA	Pieces Mailed	*Delivery Scans	% Scanned	Forward Mail	Return Mail	Tue 06/11	Wed 06/12	Thu 06/13	Fri 06/14	Sat 06/15	Mon 06/17	Tue 06/18
ALL	0	2	0.0	2			1					1
CAPITAL METRO	1616	1,442	89.2			131	271	226	344	237	206	11
EASTERN	1415	1,312	92.7	1		108	349	225	245	120	233	3
GREAT LAKES	1998	1,886	94.4					209	467	537	424	206
NORTHEAST	1289	1,164	90.3			24	469	327	276	31	35	2
Not Defined:	7	4	57.1						1		3	
PACIFIC	1710	1,507	88.1							486	639	311
SOUTHWEST	2273	2,058	90.5				220	224	600	273	426	203
WESTERN	2482	2,236	90.1					25	522	437	689	357
Totals:	12,790	11,611	90.8%	3	0	263	1,310	1,236	2,455	2,121	2,655	1,094

At a glance see when your mail is being delivered across the country.

Mailpiece Lookup

Search Criteria	
MID:	<input type="text"/> [Exact Match 6 or 9 digit MID]
Serial Number:	<input type="text"/> [Exact Match 6 or 9 digit Serial Number]
Last Name:	<input type="text"/> [Full or partial match]
First Name:	<input type="text"/> [Full or partial match]
Full Name:	<input type="text"/> [Full or partial match]
State:	<input type="text"/> [2-char State exact match]
City:	<input type="text"/> [Full or partial match]
Zip or Postnet:	<input type="text"/> [Full or partial patch]
<input type="button" value="Submit"/>	

Look up any individual in your mail file and view the delivery status.



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