



# The SnailWorks Analytics Tool





**The SnailWorks Analytics Tool provides users with aggregated reporting on postal performance including all mail tracked across the entire SnailWorks platform.**





# SNAILWORKS ANALYTICS REORTS

**SCF TO STATE MAP & REPORT**

**SCF TO ZIP3 MAP & REPORT**

**PERFORMANCE BY WEEK**

**PERFORMANCE BY STATE**



# LOCATE THE ANALYTICS FUNCTION

Locate the **Analytics** tab on your SnailWorks dashboard. The dropdown menu provides you with four (4) options.

The screenshot shows the SnailWorks dashboard interface. At the top left is the SnailWorks logo with the tagline "Direct Mail Insights & Solutions". To the right of the logo are links for "Subscribe to E-Newsletter", "Contact Us", and "Sign-Out", along with social media icons for Twitter and Facebook. Below these links is the phone number "855-MySnail (855-697-6245)" and the user name "demodave".

The main navigation bar is purple and contains several tabs: "Mail Tracking", "Campaigns", "Company", "Reports", "Admin", "Analytics", and "Support". The "Analytics" tab is highlighted with a red circle.

Below the navigation bar, there is a "Clients" sidebar on the left with a list of client names. The main content area is titled "Mail Tracking Client Summary" and contains a table with the following data:

Account Id	Company Name	Job Cnt	Split Cnt	Total Mailed Qty	Total Tracked Qty
11200	Demonstration Account				
16936	February 10, Webinar				
11204	First Class Delivery Job				
11205	Standard Rate Account				
15921	The Catalog Company				
13810	The Mailing Group				
18663	UG Meeting 23				

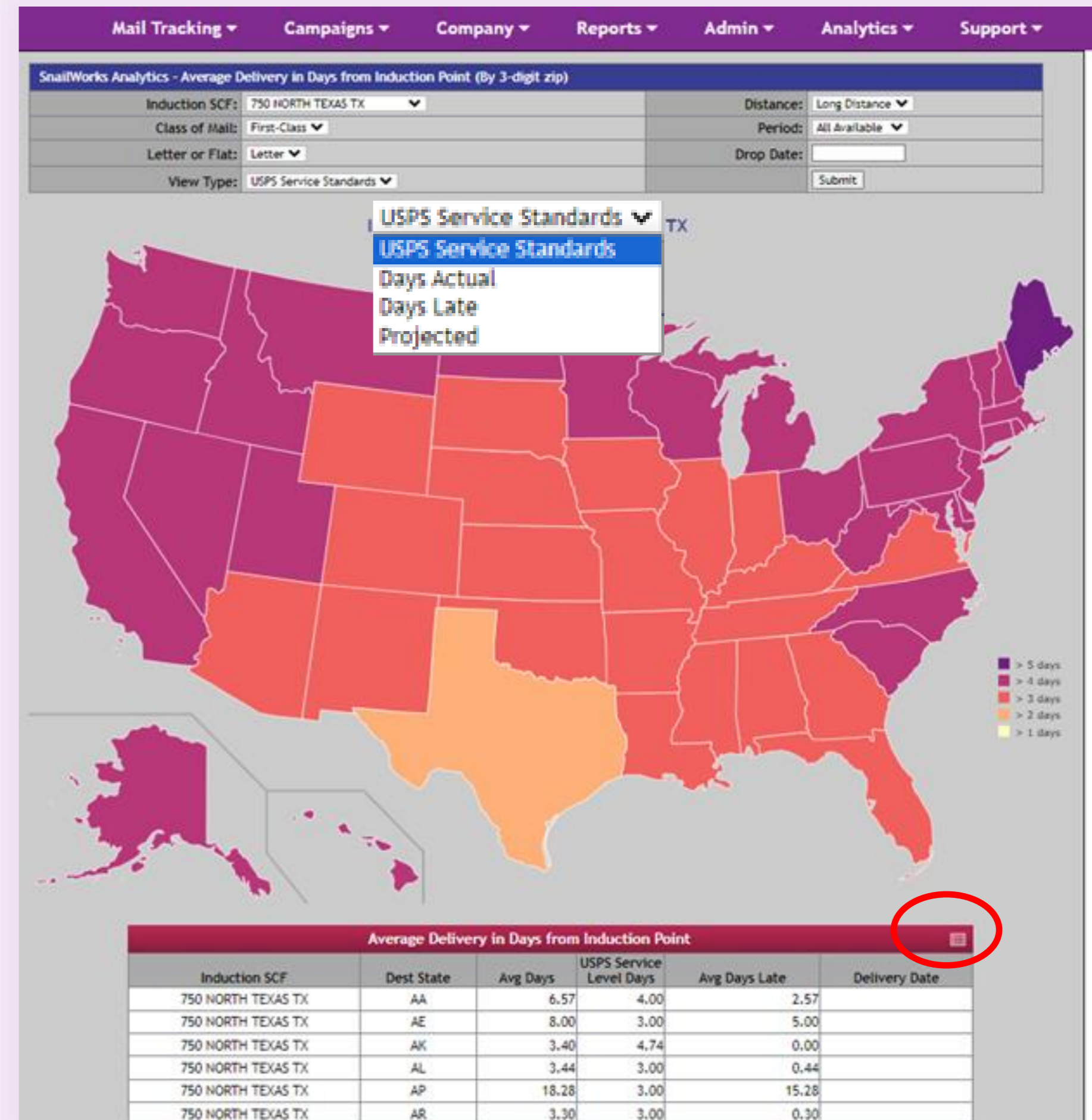
On the right side of the dashboard, there is a purple sidebar with the "Analytics" dropdown menu open, showing the following options: "Analytics", "SCF to State Map", "SCF to Zip3 Map", "Performance by Week", and "Performance By State Map".



# SCF TO STATE MAP AND REPORT

The **SCF to State report** allows users to select an induction SCF and view average days for delivery to each state. Users have the option to select mail class and piece type of mail as well the period of time for measurement.

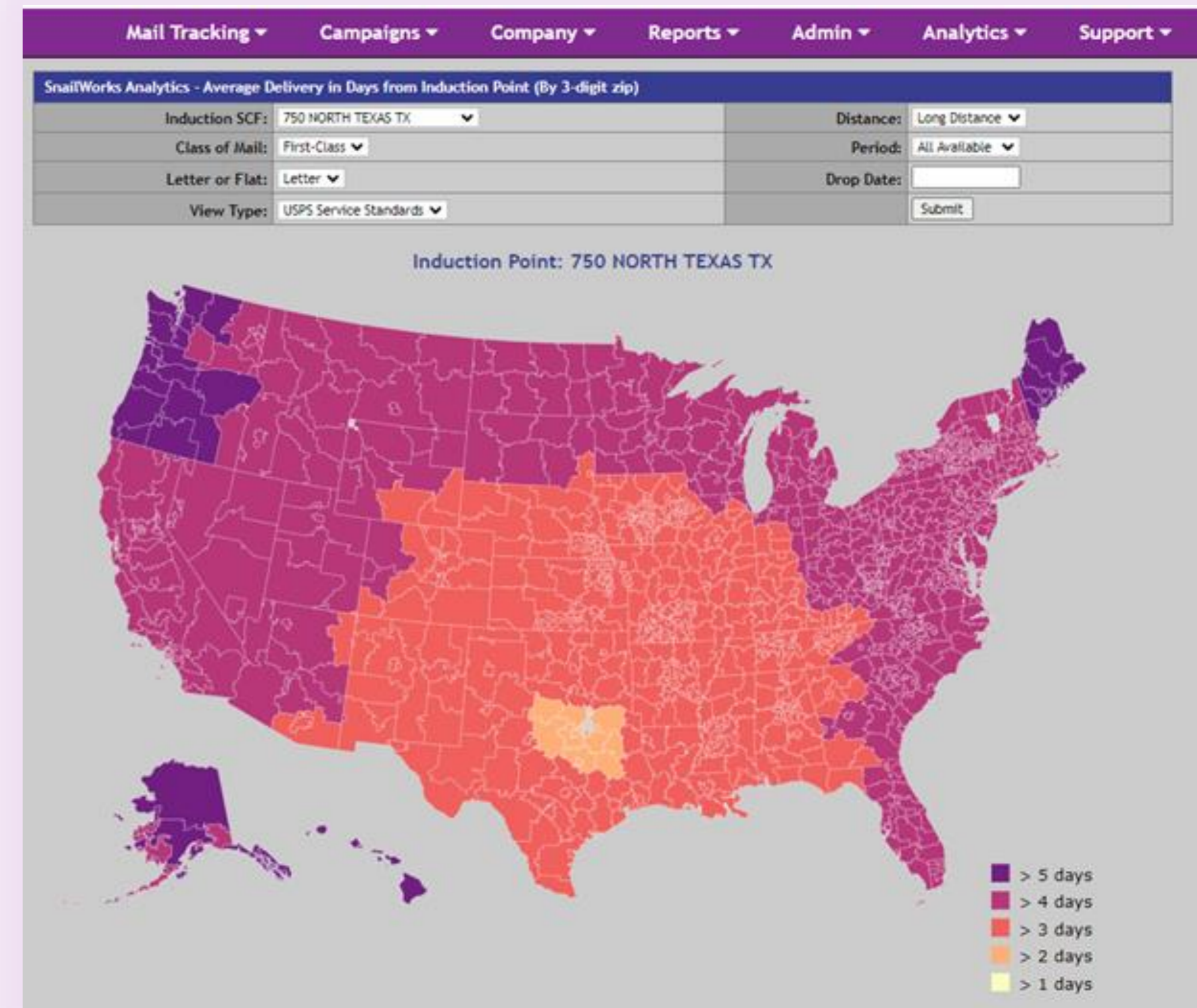
Download the data as a CSV file by clicking the download button!





# SCF TO ZIP3 MAP AND REPORT

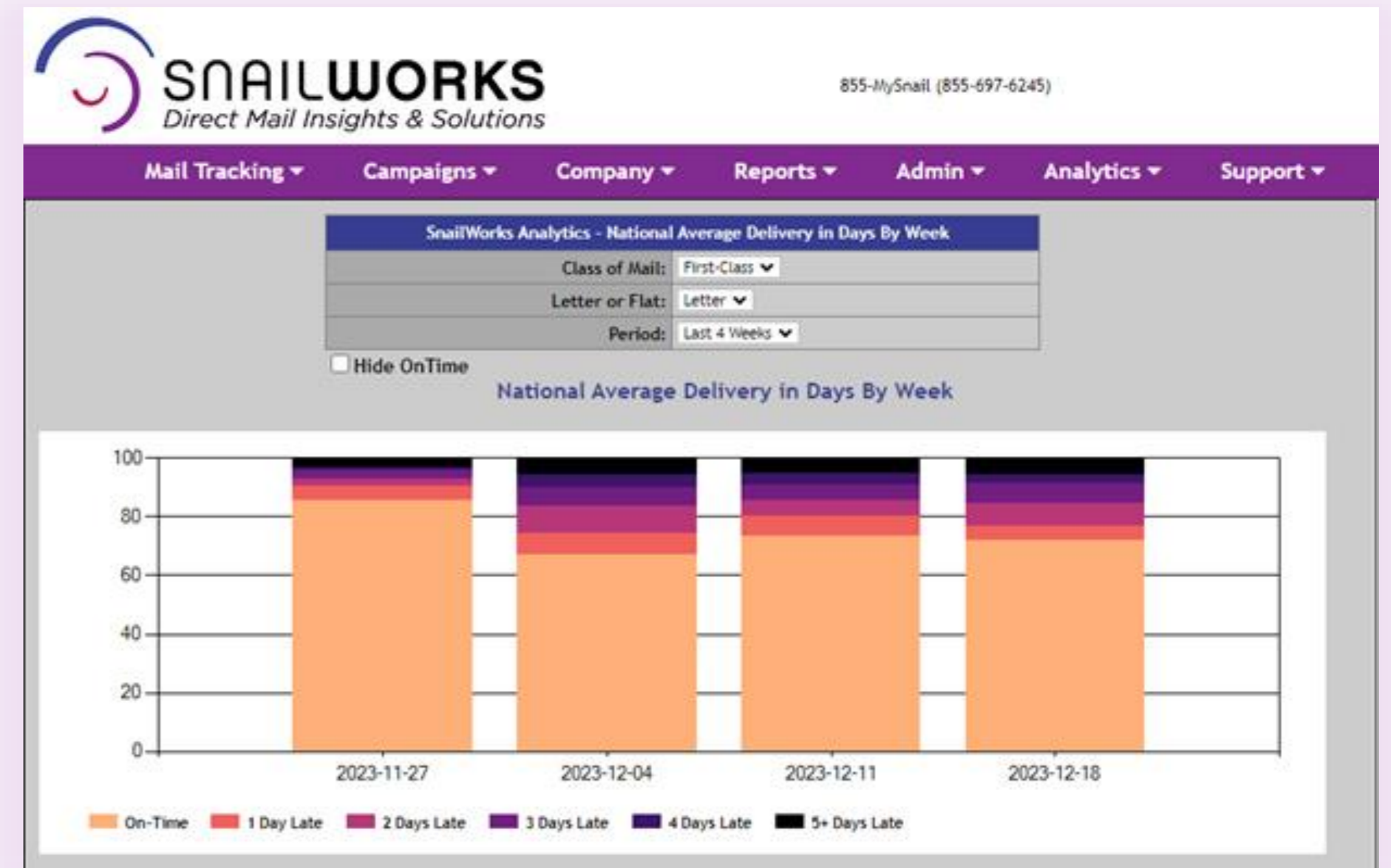
The **SCF to Zip3 report** allows users to select an induction SCF and view average days for delivery to each three digit zip. Users have the option to select mail class and mail piece type as well the period of time for measurement.



# PERFORMANCE BY WEEK

The **Performance by Week report** allows users view how much mail is delivered on time as well as number of days for late mail. Users have the option to select mail class and mail piece type as well the period of time for measurement.

Click the Hide on Time box to see only percentages for late mail.

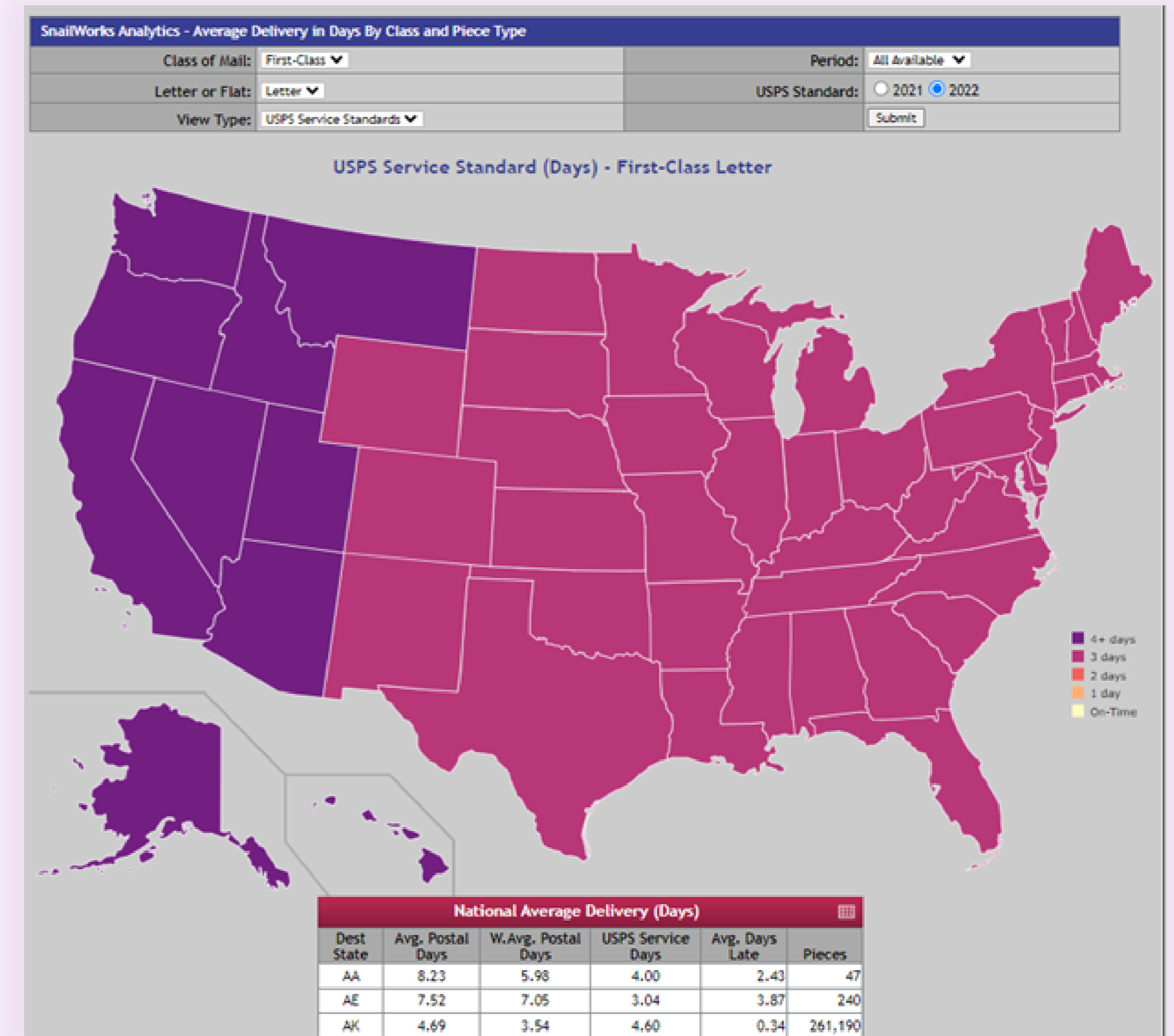




# PERFORMANCE BY STATE

**The Performance by State report** provides data on the average number of days mail is taking to deliver by state and the average number of days for late mail. Users select mail class and mail piece type as well the period of time for measurement.

This report also provides number of pieces in the sample.





# ANALYTICS REPORTING

SELECT YOUR REPORT

SELECT THE TYPE OF MAIL

SELECT YOUR GEOGRAPHY

DOWNLOAD AND SHARE REPORTS

## REPORT FORMAT

Each report provides unique views of how mail is traveling over a user defined period of time.

## CLASS AND LETTERS/FLATS

Reporting is provided for first class and marketing rate as well as letters and flats – you chose which you want to report on.

## INDUNCTION POINT AND DESTINATION

Chose where your mail will enter the postal system and receive reporting for the destinations for which you are sending.

## MOST REPORTS DOWNLOAD AS CSV

Easy to share with co-workers and clients.

QUESTIONS?

We love to hear  
from our clients!



**SNAILWORKS**  
*Direct Mail Insights & Solutions*



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