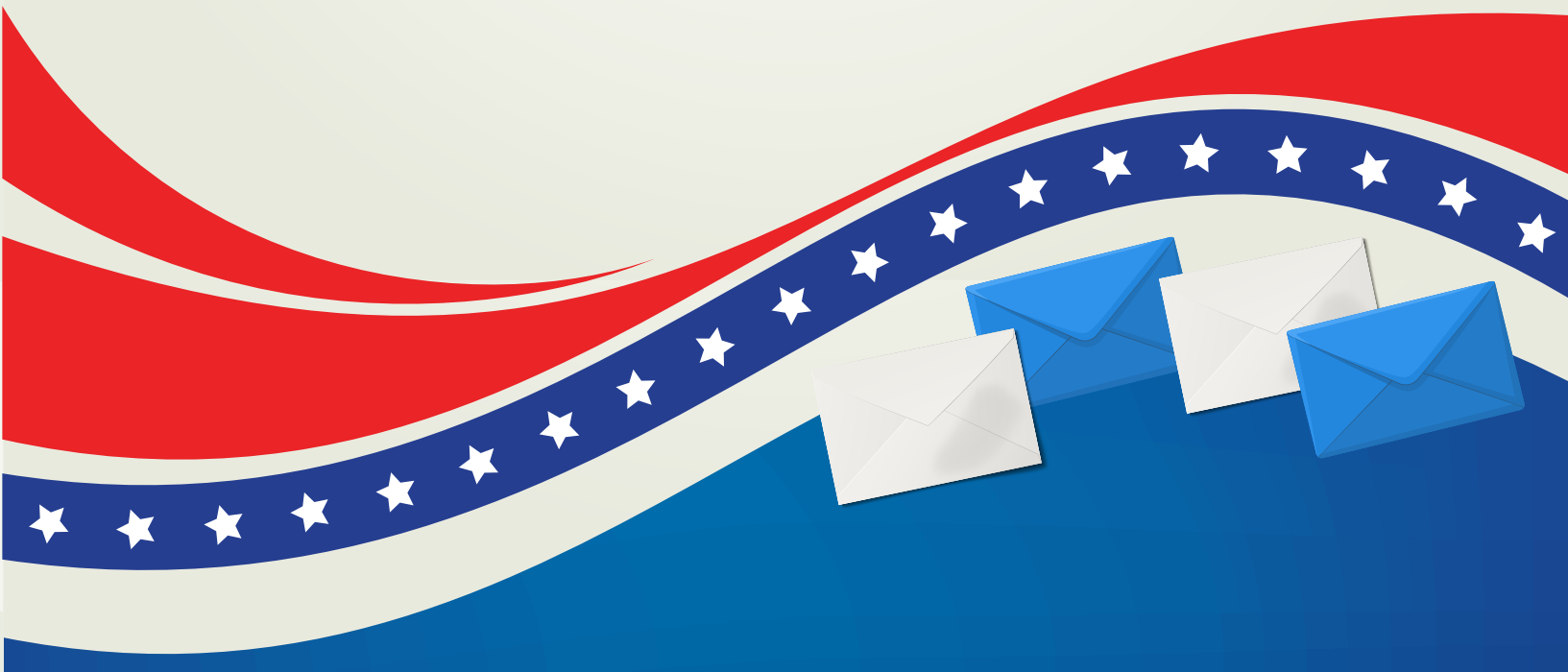




**Election Solutions for**





CampaignTrack takes the advanced mail tracking capabilities of SnailWorks' Visibility+ Informed Visibility platform and optimizes it for election mail. Delivery status of individual mail pieces is determined using the USPS Informed Visibility (IV) services.

This data provides actionable insight into where and when mail is delivering. The applications and benefits are tremendous:

- **Proof of mailing** - confirmation of induction and processing by the Postal Service
- **Coordinate other campaign activities** - tracking of each piece of mail to delivery
- **Know when and where** to deploy volunteers
- **Coordinate and control** your campaign mail

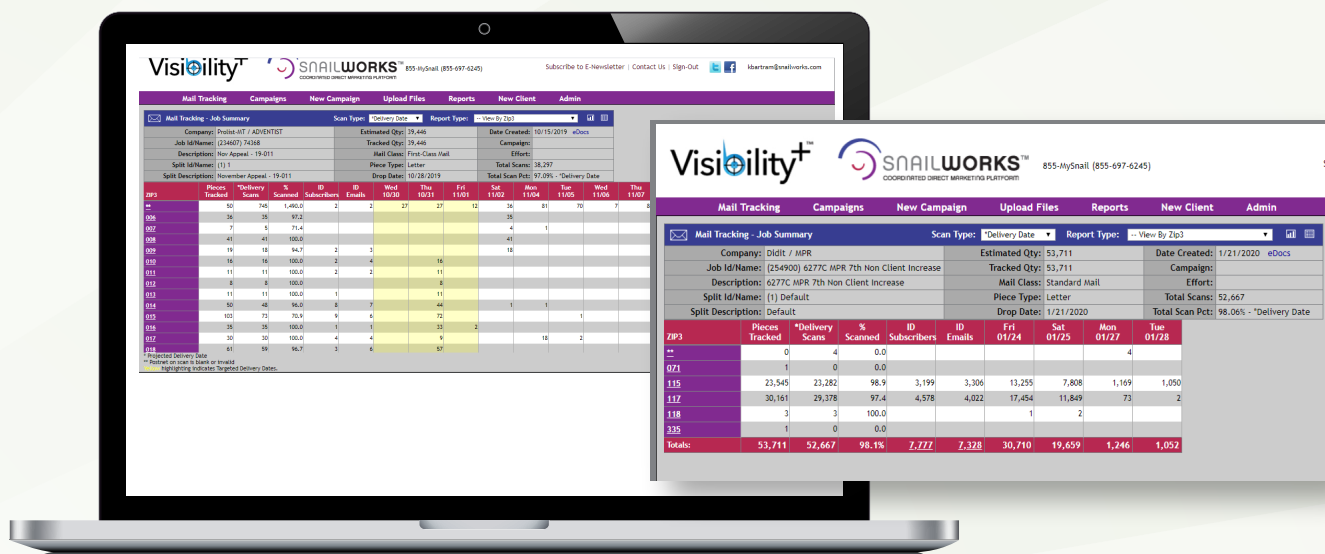
CampaignTrack adds election specific features providing more value:

- **Reporting** by Congressional district; State office district; precinct
- **Share Mail tracking** – empower and track voter registration and vote by mail efforts
- **Push reporting** to campaign staff

Best of all, the CampaignTrack platform is easy to use – both for creating tracking jobs and interpreting reports. SnailWorks knows election mail – we've tracked a ton of it.



“In the 2018 election, SnailWorks tracked more than 200 million pieces of election mail in more than 3,800 mailings for more than 1,250 campaigns. We know election mail.”



## CampaignTrack Outbound Mail Tracking™

Use the power of USPS Informed Visibility® to know when your mailings are delivered. CampaignTrack makes it easy. We help you navigate the complexity of getting your tracking set up with the Postal Service, help you get the right barcodes on the mail for tracking, and – most importantly – provide detailed easy to understand and share reports from the tracking data.

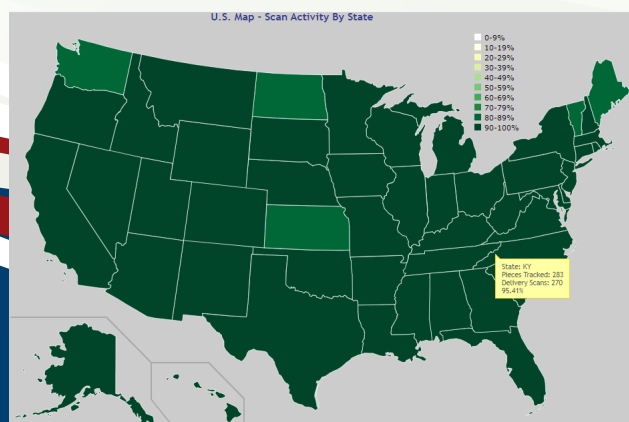
CampaignTrack provides access to any client level, all controlled by you. The agency, candidate staff, and the mailer can each have their own view of the data and have valuable reports pushed to them that let them know how their mail is delivering:

- Map views
- Views by state, ZIP code, district\*, precinct\*
- Individual piece tracking
- Views by first/any scan or delivery

### The benefits are clear:

- Know that your campaign mail has been delivered
- Document that mailings were sent on schedule
- Coordinate other campaign efforts

\*Requires data be provided for desired indexed view



ZIP	Pieces Tracked	First Scans	% Scanned	ID Subscribers	ID Emails	Tue 10/29	Wed 10/30
001	0	12	0.0			11	1
009	1	1	100.0				1
011	1	1	100.0				1
046	2,199	2,067	94.5			2,286	101
Totals:	2,401	2,401	100.0%	0	0	2,297	104

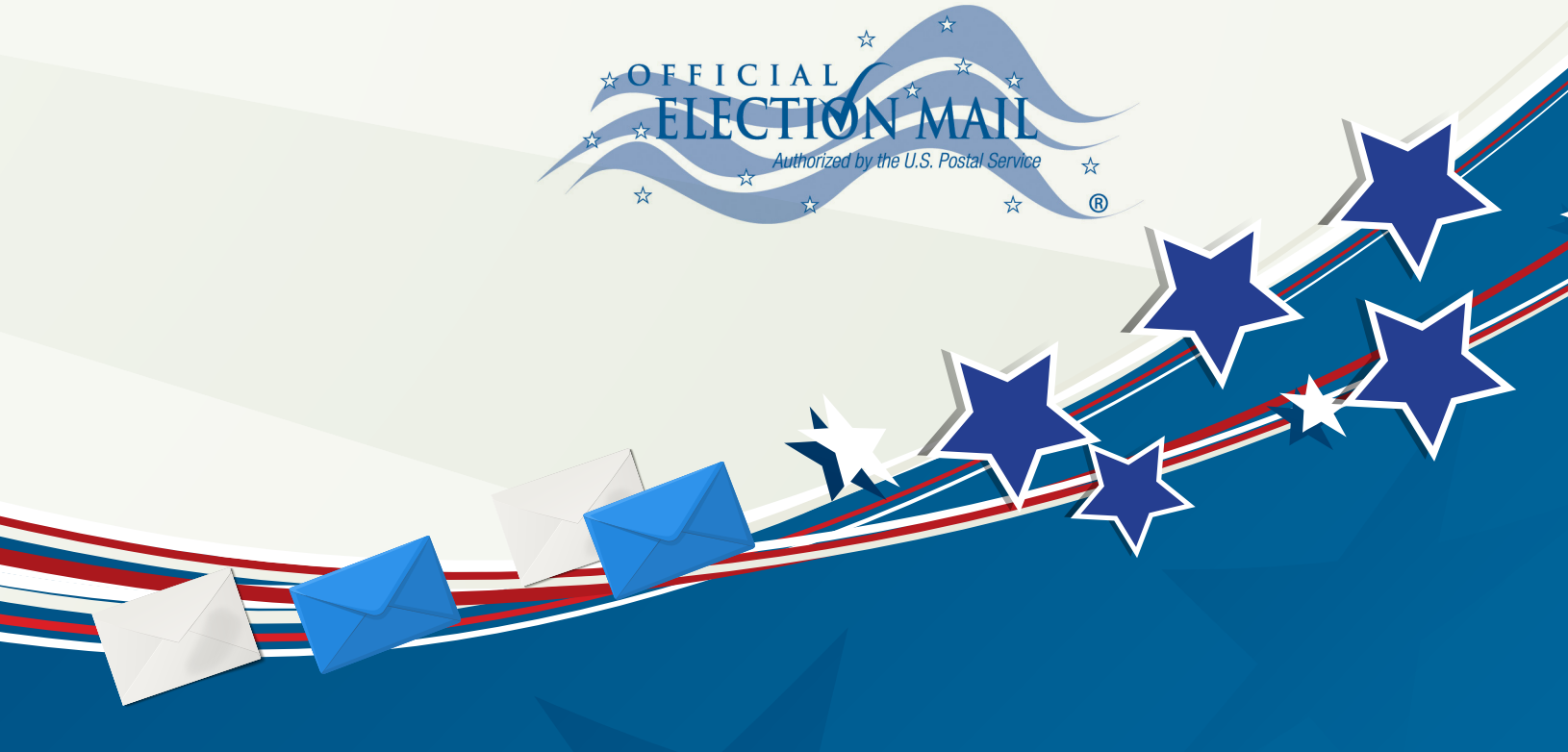
## Visible Ballot™ – Absentee and Vote-By-Mail Ballot Tracking

Designed for election authorities, **Visible Ballot™** provides tracking and confirms the mailing of ballots to voters and follows ballots after being mailed back. **Visible Ballot** uses data provided by the US Postal Service through its Informed Visibility® program.

Election authorities have the option of sharing an encrypted URL (web address) which allows the voter to go online to see the delivery status of their ballot. Voting authorities do not need to share the information for the voter – just apply the Intelligent Mail barcode supplied by Visible Ballot.

Election officials can scan the incoming Intelligent Mail barcodes of mail pieces to determine when a ballot was mailed, and to certify when it was in the custody of the US Postal Service.

There has never been an easier way to comply with state and local regulations and provide visibility to the voter while protecting the integrity of the vote-by-mail and absentee ballot process.



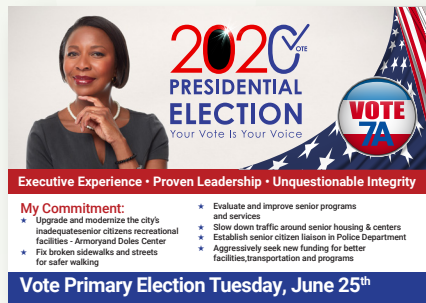




## Informed Voter™ - Informed Delivery for Elections

Boost your message with Informed Delivery. SnailWorks makes it easy with Informed Voter™. You supply a simple image and web address. Informed Voter ads a clickable ad to an email sent by the Postal Service every morning.

Today, one in five households in the country sees their mail in Informed Delivery every day. Make sure your message and link are there with Informed Voter!

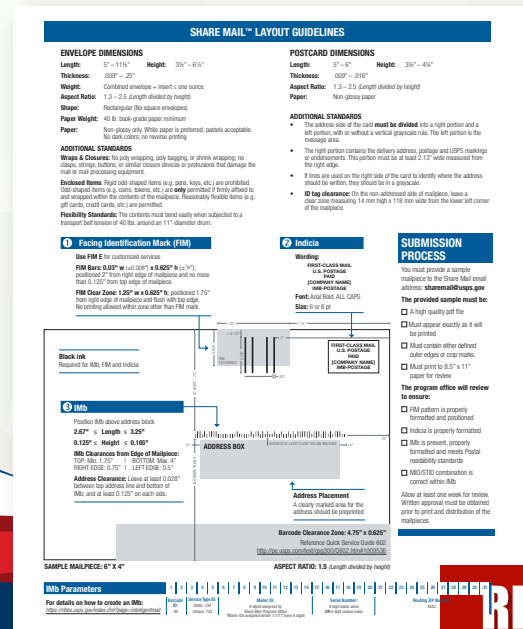
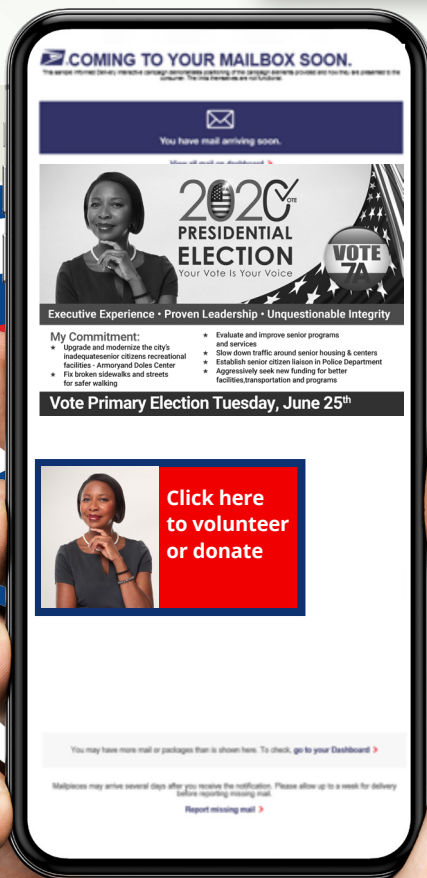


## CampaignTrack Person to Person™

How often do you reach out to your voters and ask them to contact their friends, or register to vote? Knowing if or when they've responded is challenging. CampaignTrack allows you to print a unique barcode on each piece of mail intended to be returned or forwarded. This barcode allows you to see if they followed your instructions.

If you asked them to register to vote, or request an absentee ballot, you can see when they take that next step and mail in the registration card or ballot request. If you ask them to forward a card or letter to their friends, we can tell you when they did that. Have a whole new sense of control with CampaignTrack.

We can even help you pay your constituents' postage with USPS Share Mail, a Postal Service program that we can help navigate and track.



Visiobility™ SNAILWORKS™

Mail Tracking Campaigns New Campaigns Updated Plans Reports New Clients Admin

Company: Project 87 ADVERTISING  
Job Number: 00000110000  
Description: New Address: 10-011  
Start Date: 10/1/2019  
End Date: 10/31/2019  
Status: In Progress

Row	City	State	Zip	Count	Cost	Est. Cost	Actual Cost	Est. Date	Actual Date	Est. Status	Actual Status
001	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
002	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
003	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
004	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
005	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
006	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
007	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
008	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
009	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
010	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
011	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
012	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
013	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
014	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
015	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
016	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
017	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
018	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
019	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
020	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
021	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
022	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
023	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
024	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
025	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
026	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
027	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
028	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
029	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
030	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
031	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
032	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
033	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
034	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
035	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
036	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
037	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
038	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
039	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
040	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
041	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
042	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
043	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
044	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
045	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
046	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
047	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
048	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
049	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
050	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
051	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
052	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
053	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
054	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
055	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
056	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
057	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
058	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
059	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
060	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
061	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
062	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
063	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
064	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
065	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
066	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
067	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
068	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
069	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
070	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
071	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
072	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
073	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
074	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
075	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
076	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
077	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
078	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
079	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
080	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
081	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
082	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
083	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
084	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
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086	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
087	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
088	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
089	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed
090	ALBANY	NY	12204	1	0.00	0.00	0.00	10/1/2019	10/1/2019	Completed	Completed

## The SnailWorks CampaignTrack™ Advantage

**Fast, easy to use** – No time consuming set-up or learning curve. Need to track a mailing today? We can do that!

**Intuitive detailed reports** – You don't need to be a postal expert to understand CampaignTrack reports.

**Flexible, customizable reports** – Easy-to-use doesn't mean simplistic. A variety of in-depth views are available from national to state to ZIP code, right down to the piece of mail. View by any element available in your data – party, district, precinct.

**World-Class support** – Our project managers and customer service reps are experts in mail tracking, they will be with you every step of the way!

**Unmatched experience** – In 2018 SnailWorks tracked more than 200 million pieces of election mail. More than 3,800 mailings for 1,250 campaigns.

“ More than 1,000 campaigns trusted SnailWorks to track their election mail in 2018. There is no more trusted source for critical intelligence on your campaign mail. ”



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