



Another Snaily Year Wraps Up

December 17, 2014 [Lauren Quesada](#)

We're going to need a bigger shell for this thing!

It's been an eventful year at SnailWorks, with double-digit growth in both our multi-channel and mail tracking products. In less than two years our mail tracking services have become a major player in the marketplace, and we're just getting started!

We thought we might share with you a few things we did this year – not so much to brag as to maybe inspire you on some ways you can better serve your market in the year ahead:

- **Mail Tracking** – We have tracked a **lot** of mail this year – more than 200 million pieces, and the amount is growing every month.
 - **OneStep Seamless Tracking** accounted for a growing proportion of that tracking. Clients have raved about the service;
 - **Inbound Tracking** is a growing high ROI area of the business. We had some interesting applications, including:
 - Voter registration tracking – now marketers can know how effective these campaigns are;
 - Inbound renewal tracking – we tracked more than \$10,000,000 in inbound renewal payments, allowing clients to suppress later renewal notices and anticipate cash flow;
 - **API and Web Services** Integration has been another popular service. We have integrated job creation and results distribution into a variety of production and CRM systems;
 - **Triggering** – we have created a variety of trigger files for clients, who have used it to tie in their email, telemarketing and SMS marketing efforts.
- **Multi-Channel Campaigns** – It's been a great year for multi-channel campaigns, too! A lot of interesting vertical markets, including:
 - **Association membership renewals** – one association has seen a doubling in their renewal response rates, partly because their efforts are easier to respond to, and partly because it is so much easier to measure and adjust efforts;
 - **Mortgage offers** – a West Coast bank has made SnailWorks multi-channel links and landing pages a permanent part of their efforts. It's a simple lead generation tool delivering new loan leads every week;
 - **Home buying services** – persuasive, persistent marketing efforts driven by SnailWorks landing pages and remarketing using embedded cookies have helped transform the marketing of one home buying service;
 - **Financial services seminars** – one financial advising firm has been filling seat in their Federal retirement seminars using a unique combination of SnailWorks emails, direct mail, and landing pages.

From air-conditioning to solar panels to barbecue and more, SnailWorks has helped a wide variety of businesses expand their marketing efforts. Far be it from us to suggest a New Year's resolution, but you could do worse than resolving to improve your marketing by using the SnailWorks Coordinated Direct Marketing Platform...