POSTALYTICS

DIRECT MAIL AUTOMATION
FOR NONPROFITS

A smarter way to grow nonprofit giving and reach

Connect with donors while saving time with automated, personalized and integrated direct mail

THE WORLD'S FIRST DIRECT MAIL AUTOMATION PLATFORM DESIGNED FOR NONPROFITS

POSTALYTICS MAKES DIRECT MAIL AS EASY AS EMAIL

Stand Out in Mailboxes
Send automated direct mail with lists and triggers in minutes

Track Delivery & Response
Get detailed insights into delivery and online response

Integrate With Your Marketing Stack
Integration with Salesforce, Hubspot, and dozens of CRM & Marketing Automation tools

Nonprofit Marketers Love Postalytics

"It makes a HUGE difference to be able to send out physical mailings in such a simple, fast and eye-catching manner"

Lang Haynes
Communications and Development Coordinator, Homestart

DOWNLOAD A DIRECT MAIL AUTOMATION CASE STUDY

www.postalytics.com/case-studies/

GROW DONATIONS AND REACH WITH POSTALYICS
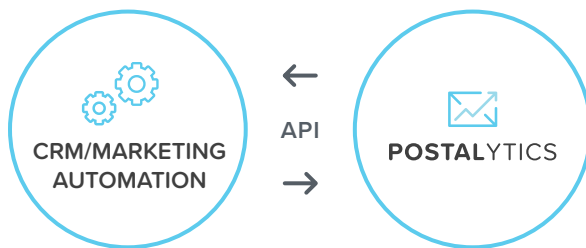
Why Automate Direct Mail?

The physical mailbox is wide open, uncrowded and waiting for your messages. Direct mail automation sends personalized postcards and letters with just a few clicks.

CRM Lists and Workflows

Drive scheduled or triggered direct mail campaigns such as:

- Email non-responder win-back
- Lead generation with targeted mailing lists
- Onboarding campaigns
- Event reminders & follow up

Connect Postalytics to your Marketing Automation or CRM to sync delivery and response status for each recipient.

CRM/MARKETING AUTOMATION ← API → POSTALYTICS

Nonprofits Are Automating Direct Mail

Postalytics automated direct mail provides personalized engagement in a fraction of the time of old-fashioned direct mail. Nonprofit marketers can:

✓ **Grow Giving & Impact**
Use automation to target ideal donors with physical mailers that boost the results of your email and digital marketing.

✓ **Save Huge Amounts of Time**
Reduce the time to create, mail, deliver and track direct mail from 6 weeks to 1 week.

✓ **Track What Happens After You Send**
Postalytics uses bar codes to track the delivery of each mailpiece, and tracking URLs to monitor the online response of each mailer.

All-in Pricing

Choose a subscription tier (Free, Marketer or Pro) and pay for what is mailed. Printing, mailing, postage, handling and tracking included. Volume discounts available.