



# Ask Dr. Omni, D.M.

## What seems to be the problem today?

I've been having trouble tracking my direct mail results, making it hard for me to A/B test campaigns.

## Doctor's Orders:

One of the easiest ways to track direct mail results is to use unique phone numbers, landing pages, and coupon codes that you don't use or advertise on other media. This way, you know that the only way they could have found you is from the mail piece. I'm going to prescribe you Omni DM, which allows you to easily see when your mail is delivered, and how many website visits and phone calls you are receiving as a result of the campaign. Give me a call and I'll make sure to take 30% of your first order for trying it.



Compu-Mail

marketing@compu-mail.com  
716.775.8001  
www.compu-mail.com

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