

# Why is Tracking So Powerful? Answer This...



## Does Your Business Currently Know:

- which days of the week return the highest response rates?
- when to schedule call center and other response channel staffing?
- how much postage you are spending by campaign, program, and LOB?
- the readability of your pallet, tray and mail piece barcodes?
- how well your service providers prepare and drop ship your mail?
- how many addressed pieces never reach your targeted recipient?
- how sea-change in your supply chain will impact your business before it happens?
- when to send a multi-channel message triggered by the actual mail delivery?

Check them all with WebTrack

## WebTrack Delivers Advanced Business Intelligence

The technology marketplace continues to change at an ever-increasing pace. It's only the adaptive, innovative, and scalable products that succeed in this environment. These are the principles Intelisent's WebTrack is built upon.

The WebTrack platform is a web-based technology that provides the visibility and analytics needed to best manage product tracking, address accuracy and postage spend. WebTrack's robust, secure, intuitive platform delivers you real-time access to measure and manage each mailing, with the analytics to continually improve your future.



### WebTrack Products At-A-Glance:

- Mail Tracking and In-Home Analytics
- Postage Reporting, Incentive Monitoring and CAPS Reconciliation
- Address Quality Service, including ACS™
- Delivery and Postage Optimization Services
- Full-Service Planning and Compliance Support
- Multi-Channel Campaign Tools



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**WebTrack**

# WebTrack Transforms Decision Making

With real-time business intelligence, WebTrack unlocks new potential on the return on your mailing investment.

Intelisent's WebTrack platform was developed by mailers, for mailers, with a unique understanding of what data is important to you, and provides extreme customization in design and reporting to fit your business needs.

- **Flexibility**

The WebTrack system can be configured to present data in a way that makes sense to you and your clients. You can see the data by line of business, by product, or by campaign. You can create views and reports by custom geographical groupings or store locations. You can also get quick data extracts as you need them.

- **Collaboration**

At Intelisent, we understand that there are several important stakeholders in the value chain who will be interacting with your intelligent mail systems. We also know that each of these stakeholders will have different needs and different ways of interacting with you, and among themselves. Some of these groups include, marketing organizations, lines of business and operating units, creative and production agencies, internal IT, database groups and operations, and, of course, your internal and external mail vendors. WebTrack allows for a more collaborative process and data exchange among **all** of these groups.

- **Scale and Technical Architecture**

The WebTrack system has an inherent ability to handle high-volumes of transactions, whether it's tracking millions of mail pieces daily, capturing and distributing ACS data, or processing postal statements. WebTrack has a proven ability to scale, as well as a technical architecture to support ever-more stringent security requirements.

- **Industry Relations**

The USPS is moving fast to introduce new services and incentives. You will never know when you'll need the USPS to help with an issue; and when that time comes, your Intelligent Mail Vendor needs to be able to reach out on your behalf to facilitate a solution. Intelisent has exceptional relationships at the local level, as well as at USPS headquarters and will be your advocate when dealing with the USPS.

- **Positive Customer Experience**

The WebTrack system is intuitive and easy to navigate. Our integrated technology assures more efficiency on production timelines and workflows. In addition, our account service team offers well-documented quality and change management procedures, and a strong, well-tested plan for on-boarding and implementation. Excellent customer feedback is a hallmark of our service platform.



Leverage the full power of the WebTrack suite of products:

**WebTrack IMb Tracing:**  
Cutting-edge piece-tracking system for total visibility and control

**PostageTrack:**  
Accurately reconcile and optimize your postage in 3 easy steps so you always know what you're spending

**WebTrack Address Solutions:**  
Manage address correction and suppression to increase response

See what tracking can do for your business.  
For more information, visit [intelisent.com](http://intelisent.com).



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