

ELIMINATE THE GUESSWORK

Know exactly who responds to direct mail offers with **Acclaim Tracking**



WHAT IS IT?

Acclaim Tracking uses patent pending software for identifying redeemed offers. It uses barcode technology to collect, send, and store data on the Acclaim Services secure site in the cloud.

HOW DOES IT WORK?

A mailing list is developed by identifying the best prospects for each specific offer. The list includes names, addresses, and other demographic information such as income, number of children, homeowners, and more. A barcode is assigned to each unique record of the mailing list. When a coupon/card is redeemed, the barcode is scanned, sending that precise information to the cloud. That information goes into a data file for that distinct customer record.

WHAT ARE THE ADVANTAGES FOR MY CUSTOMER? FOR ME?

Each redeemed coupon/card becomes invaluable historical data to your customer. The data file provides your customer with all the information regarding the successes of that specific mailing. Not only is the mailing redemption rate recorded, **Acclaim Tracking has the ability to record any additional transactions made at the time of redemption.** That stored data gives you and your customer the ability to identify the best demographics for future mailings.



REVENUE POWER BUILT INTO EVERY CARD.™

ssicards.com | 800.800.7741

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Tracking results is easy with Acclaim Tracking!

Gain valuable customer data that can be used as a powerful marketing tool.

SSI Cards Marketing & Direct Mail, a plastic card manufacturer with a storied history for technical advancements including developing the first gift card, the first debit cards, the first Pre-Paid telephone cards and identifying and producing 55,000,000 voter credentials for Mexico.

After identifying the need for direct mail technology, **Acclaim Tracking** was developed. Data that is typically gathered in e-commerce, such as buying habits and demographics, is now available for in-person redemptions.

Scan redeemed cards and **gain valuable insights about customers** that can be used as a powerful marketing tool to identify the best demographics for future mailings.



Interested?
Call **800.800.7741** to use **Acclaim Tracking** on your next direct mail campaign.

Mailout
Anytown Mail out
Stores
All Stores

Export to Excel

barcode lookup	cardholder	address	city
0000000001	SALLY BELL	172 W. MAIN	AN
0000000002	JANE SMITH	174 W. MAIN	AN
0000000003	BILL BLACK	176 W. MAIN	AN
0000000004	MIKE WHITE	178 W. MAIN	AN
0000000005	JOHN GREENE	180 W. MAIN	AN

The results of a specific mailing can be exported to Excel for individual analysis



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