MAP A NEW JOURNEY with DIRECT MAIL

Make the most of your Salesforce Marketing Cloud. You may be using Journey Builder to trigger digital communications to your consumers, but have been forced to use traditional methods to deliver the associated direct mail message. No longer! With MailPath you can now deliver that same personalized and timely message to customers offline making direct mail as simple to send as an email.

Contact us for more information:
mailpath@sandyinc.com

SIMPLE

Offered as an application within the SalesForce AppExchange, you can add MailPath as another channel within the Journey Builder interface. Simply drag and drop the MailPath activity into the journey map to create a direct mail touchpoint. A simple interface allows you to select the product type, review your data mapping, and set the appropriate queuing and mail method.

FLEXIBLE

A simple postcard will not always do the trick for the message you are delivering, so we have broadened the spectrum of products available. MailPath can allow you to integrate postcards, letters, self-mailers, complex kits, promo items, and beyond into your journeys. Your format choices are almost limitless.

SECURE

Sandy Alexander is a trusted direct mail partner for many clients today using our HIPAA, SOCI and SOCII certified facilities. All data management, print and direct mail services are all completed within our Sandy Alexander production facilities—no third party providers are utilized. With proven workflows and data exchanges, Sandy Alexander can provide piece level tracking to measure record-based completion and on-time delivery statistics.

INSIGHTFUL

MailPath integrates with Salsforce to provide you with valuable information for better data management and to trigger other activities. Postal information such as undeliverable address flags, USPS IMB tracking information, and corrected addresses are a few examples. Within the application, a dashboard is provided that allows easy access and visibility into key data points: number of journeys and products in the queue—on-time delivery for SLA monitoring—real-time material inventory for items such as envelopes and promotional items.

MP MailPath

EVERY JOURNEY is unique!

MailPath is your **SOLUTION** for them all.