



PROLIST
DIRECT MARKETING SERVICES

April 10, 2013

Marketing Madness 2013! ProList's World-Renowned Seminar Set for May 14

ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.

Save the date! Cancel that wedding, honeymoon or vacation you had planned for the morning of May 14. Instead, invest three hours in learning the latest on postal regulations and multi-channel marketing – it will be much more rewarding than the cruise you were hoping to take – free breakfast, too!

ProList's spring seminar series has become an institution in the Washington DC direct marketing community. This year we'll be doing a deep dive into essential new technology and regulation changes coming to the Postal Service, and review a variety of case studies where marketers are adding new life to marketing campaigns with multi-channel. We're still working on the program – we'll be getting the details out in the coming weeks, but we know you won't want to miss it. Registration is open [now](#). So go ahead and shred those plane tickets – you're going to a seminar!

ProList Updates Mail Tracking Free AND Better – what a Combination!

One of the many things that makes ProList services special is our free mail tracking. At ProList we track every mailing we send out automatically so you can know exactly when it gets delivered. For years we have used Trackmymail, now a division of Pitney Bowes, to provide these services. Effective April 1, 2013, we began using SnailWorks Mail Tracking, a service offering from our new SnailWorks™ division.

We think you will find the new reports easy to navigate and powerful. You will see much of the same functionality to which you have become accustomed, along with some enhancements like first scan reports. SnailWorks Mail Tracking is also tied directly into the SnailWorks Coordinated Marketing platform, so it will be easier than ever to add new marketing channels to your direct mail efforts.

SnailWorks Mail Tracking was developed by and remains maintained by ProList. It uses the very latest in web and database technologies. In the coming months we expect to add many exciting new features, so stay tuned.

Getting to your new tracking reports is simple – just click on the link in your mailing confirmation email, or log on through the client portal at ProList.com. Need help? Just get in touch with your sales or customer service representative – They'll be happy to walk you through it!

To learn more about ProList on our website visit: <http://www.prolist.com>
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