

## Press Release

FOR IMMEDIATE RELEASE

# AccuTrace™



# AccuZIP

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Atascadero, CA – AccuZIP, Inc. announces the launch of its cutting edge, industry changing, unlimited multi-medium tracking service AccuTRACE™. Keeping with its 19-year history of being a consistent leader in our industry, AccuZIP was the first to announce a tracking service with fully integrated IM Barcode® tracking, QR Code real-time tracking, and Google™ mapping technology that is a 100% customer branded multi-medium tracking solution.

AccuTRACE is a 100% web based solution that allows any business to track 100% of their trackable letter, flat and parcel mailings, QR Code scans and plot all of this on a Google map, 24/7, all for one flat monthly fee. The product was first announced at the MFSA conference in Colorado on June 15, 2011. In development for nearly two years, AccuTRACE is unique and is poised to lead the mail tracking industry for years to come. Customers can personalize the AccuTrace GUI and AccuTrace reports by uploading their corporate logo within an administrator panel. The AccuTRACE GUID URLs give your customers access to track their own mail across the United States, including real-time QR Code scans and pinpoint all scan activity on a Google map.

Steve Belmonte, President of AccuZIP Inc. comments “As with the unprecedented launch of unlimited access to our Licensed NCOALink service for a flat annual fee, AccuTRACE too will allow for unlimited tracking of mail pieces and QR Code scans for one flat monthly fee. No more per scan or per piece fees when tracking your mail. No more increase in cost associated with tracking more mail. No more tracking just a few pieces within a container because of the costs associated with pay per scan fees. With AccuTRACE you can literally track millions of mail pieces and millions of QR Codes for one flat monthly fee. Our fair and unlimited usage pricing model helps our customers generate more revenue with reduced costs.”

AccuTRACE generates a GUID URL for each mailing job. This GUID URL can be emailed to the list owner to track their mail themselves and does not require a special log in. The user simply clicks the GUID URL and their job appears on your branded site. All tracking information can be viewed from any computer or Smartphone. AccuTRACE has many report options that allow you to quickly and easily drill-down to a single-piece to see every IM Barcode and QR Code scan detail. IM Barcode scans by the post office are updated on the hour every hour. QR Code scans by the mail recipient are updated in real-time as the potential customer reads the QR Code with their Smartphone. Our one-click reports (such as by State, NDC, SCF, Postal Facility, Postal Area, 3-digit ZIP or 5-digit ZIP, Out For Delivery, Real-Time QR Code Scans) can output to CSV, HTML or PDF. Each HTML or PDF report prints the branded site logo in the header area so the entire tracking solution looks as if it came from your company.

AccuTRACE is a web based real-time mail and QR Code tracking and mapping solution that does not require users to purchase the AccuZIP6 product. AccuTRACE can be used as a replacement for

TrackMyMail from Pitney Bowes, MailTrak from GrayHair Software and Track N Trace® from Bell and Howell BCC, LLC. Once a customer has received their login information, they can begin uploading the Tracking Code files through a secure 256 bit SSL encryption using any 3rd party file transfer program. The Tracking Code file can include User Defined data to be used to contact the customer when a mail-piece is Out for Delivery or when the QR Code is scanned.

Simply log into our AccuTRACE web based solution, enter in your job information, upload your file and begin tracking and viewing your results from the very first scan (origin point) all the way to the final destination, including real-time QR Code scans. The results can be viewed via pinpoints on a Google Map so clients can see the exact travel points of the mail piece through the USPS Postal stream. Easily view all scanned pieces then click the map icon to see the mail entry point, each IM Barcode or QR Code scan, and final destination plotted on a Google map. View mail-pieces “Out for Delivery Today” and use the user defined fields in AccuTRACE to create a Call List for sales people.

AccuTRACE can generate the Tracking URL and re-direct URL with Google Analytic parameters to be used with a QR Code encoder to generate a variable QR Code image that can then be printed on each individual piece. AccuTRACE will automatically log exactly when the mail-piece was scanned, what location it was scanned, the device used to scan the QR Code and how many times the QR Code was scanned. The final re-direct URL can be changed even after the mailing has been delivered to the post office. Imagine what this capability can do for call centers, sales executives and the success of your overall direct mail campaign! You are notified exactly when and where a piece is scanned and can target that end-user virtually immediately with a call to action.

“As with all of our products and services, AccuTRACE is dynamic and powerful cutting edge of technology. Integrating Google mapping technologies and the unprecedented mapping and tracking of QR Code scans guarantees that AccuTRACE customers get the most out of all of their mailing and marketing campaigns.” states Steve Belmonte.

AccuTRACE has now turned traditional mailings from static jobs to dynamic jobs that can provide the mailer with real-time data and information like never before. Information is power! AccuZIP has been the constant leader and innovator in the direct mail and data management industry for nearly two decades. Keeping with our philosophy of staying ahead of the competition, AccuTRACE is the latest technology solution we are providing to any company to benefit their business and their clients while rising above the competition.

Imagine tracking 100% of the trackable mail for you and your customers, 100% of the time without increasing your cost as your volume increases.