



Introduction to QR Code Generation



Creating QR Codes

Created through your mail tracking job

Selected from the Report Type menu

Enter the web page the visitor will reach

Download and print

MAIL TRACKING ADD-ON

You can add Personalized QR Codes to any project once a mail tracking job has been created.

GENERATE TRACKING PURLS

From the Report Type drop down menu, select Generate Tracking PURLS.

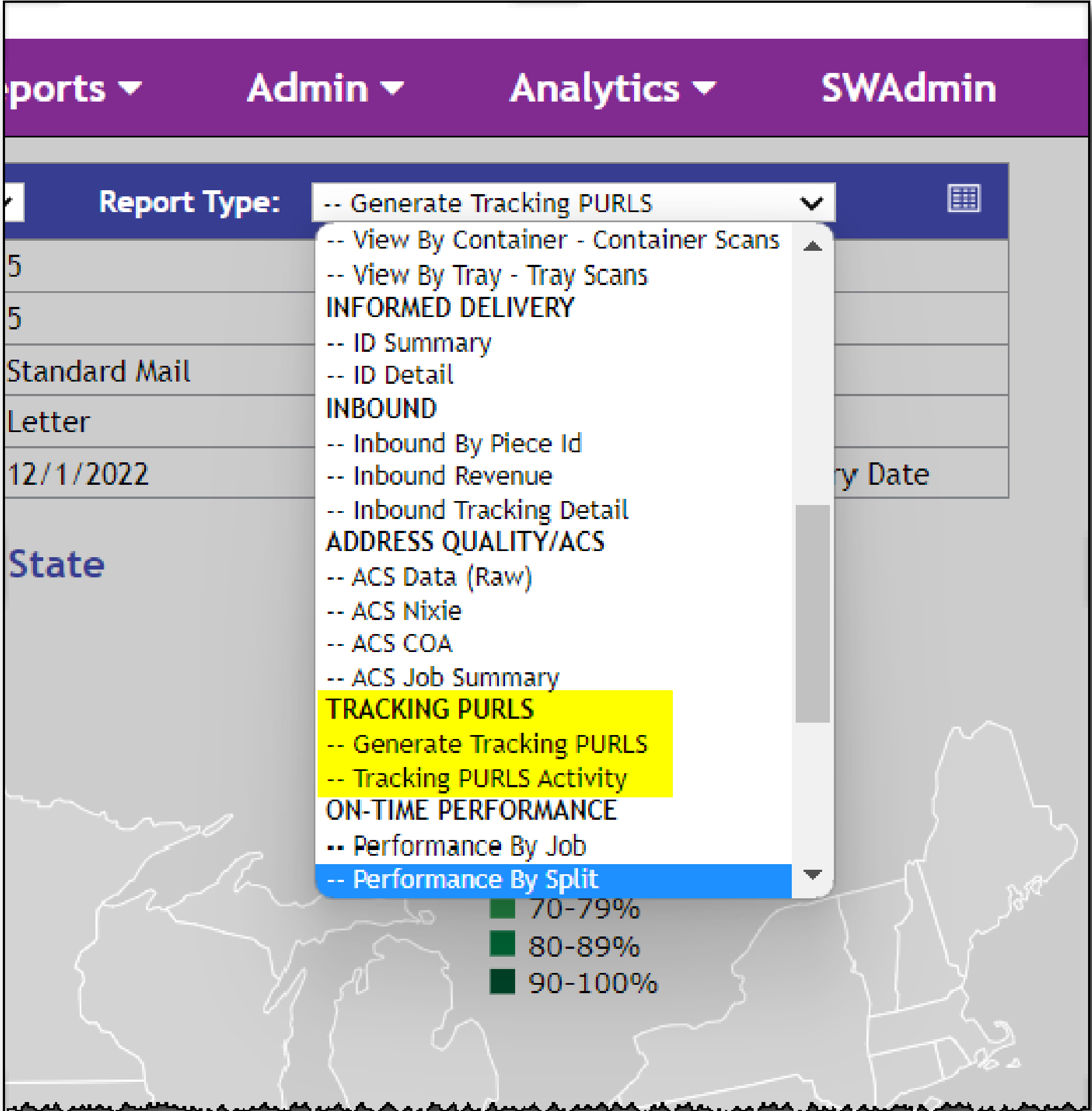
ENTER THE DESTINATION URL

Key in the Destination URL or webpage you want to direct the visitor to. You can add a UTM to track specific campaigns in Google Analytics.

DOWNLOAD PURL FILE

Download a .csv file containing the PURL address, Customer ID, Name, Address and other User Defined information.

Select TRACKING PURLS
from the mail tracking
Report Type dropdown menu




The screenshot shows the Snailworks web application interface. At the top, there is a navigation bar with tabs for 'Reports', 'Admin', 'Analytics', and 'SWAdmin'. Below this, a 'Report Type:' dropdown menu is open, displaying a list of report options. The 'TRACKING PURLS' option is highlighted in yellow. Below the dropdown, there is a legend for 'ON-TIME PERFORMANCE' with three categories: 70-79% (light green), 80-89% (medium green), and 90-100% (dark green). The background of the application shows a map of the United States and a table with columns for 'Standard Mail', 'Letter', and 'State'.

Report Type
-- Generate Tracking PURLS
-- View By Container - Container Scans
-- View By Tray - Tray Scans
INFORMED DELIVERY
-- ID Summary
-- ID Detail
INBOUND
-- Inbound By Piece Id
-- Inbound Revenue
-- Inbound Tracking Detail
ADDRESS QUALITY/ACS
-- ACS Data (Raw)
-- ACS Nixie
-- ACS COA
-- ACS Job Summary
TRACKING PURLS
-- Generate Tracking PURLS
-- Tracking PURLS Activity
ON-TIME PERFORMANCE
-- Performance By Job
-- Performance By Split

70-79%
80-89%
90-100%

- Enter the Destination URL
- Download the Tracking PURL file



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Mail Tracking ▾ Campaigns ▾ Company ▾ Reports ▾ Admin ▾ Analytics ▾ SWAdmin

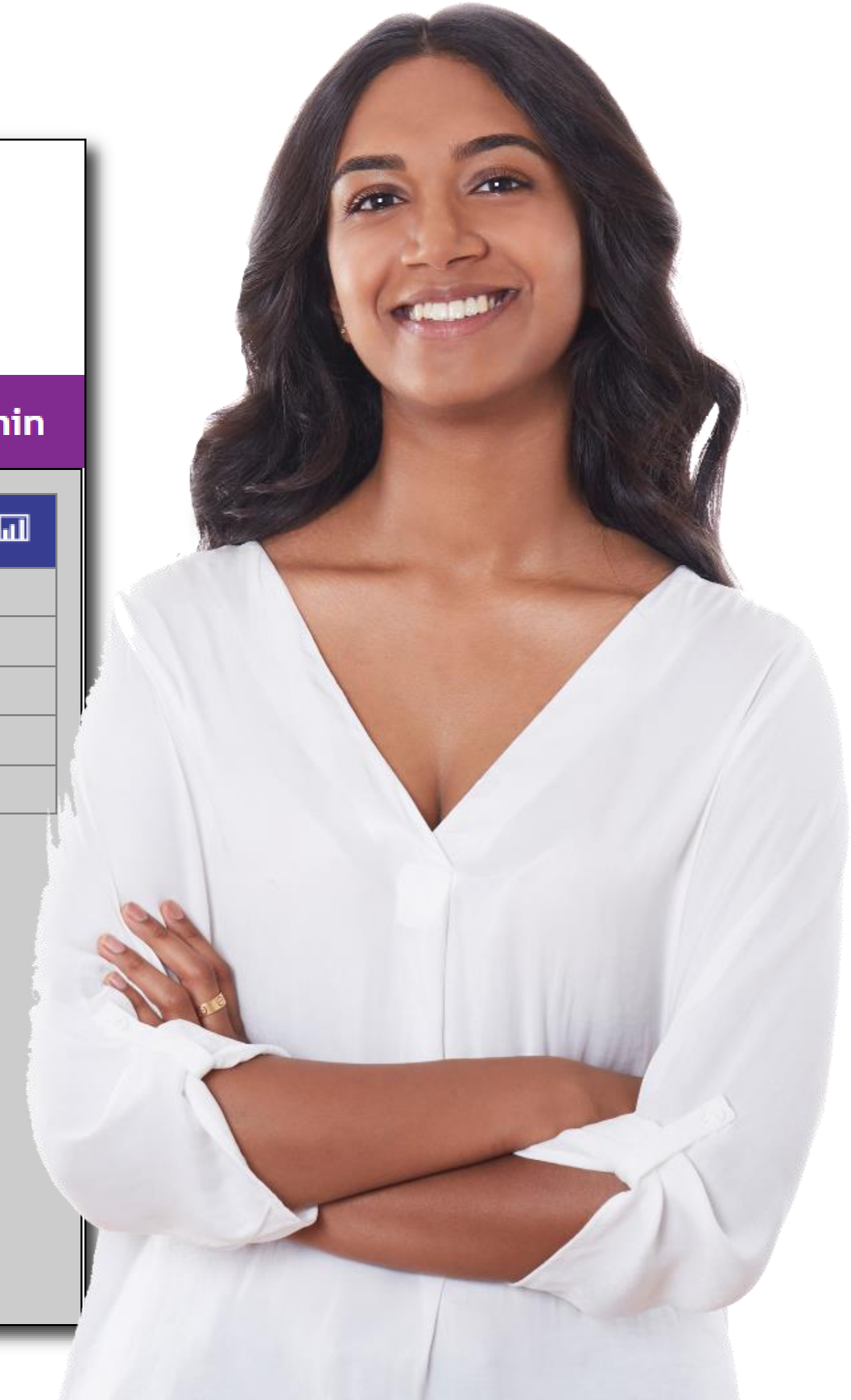
✉ Mail Tracking - Job Summary Scan Activity: All ▾ Report Type: -- Generate Tracking PURLS ▾

Company:	SnailWorks / SnailWorks QR Test Account	Estimated Qty:	5	Date Created:	12/1/2022
Job Id/Name:	(539174) QR Test	Tracked Qty:	5	Campaign:	
Description:	QR Download	Mail Class:	Standard Mail	Effort:	
Split Id/Name:	(1) QR Test	Piece Type:	Letter	Total Scans:	0
Split Description:	QR Download	Drop Date:	12/1/2022	Total Scan Pct:	0.00% - *Delivery Date

Generate Tracking PURLs

Destination URL:	<input type="text" value="https://snailworks.com/E"/>
<input type="button" value="Proceed"/>	

Results	
Results:	5 Tracking PURLs Generated
Tracking PURL File:	Download File



DOWNLOAD FILE

- The Download file contains the Customer ID, Customer Name, and UserDefined Fields from your mail tracking job.

CUSTOMERID	FIRSTNAME	MIDDLENAME	LASTNAME	FULLNAME	EMAIL	PURL	EMAILPURL	QRCODEPURL
1	Earl	W	Eubanks	Earl W Eubanks Jr		https://mailtrack.us?tpurl=02b03781-a283-4677-87d3-7099d8a7a217	https://mailtrack.us?tpurl=02b03781-a283-4677-87d3-7099d8a7a217&rtype=1	https://mailtrack.us?tpurl=02b03781-a283-4677-87d3-7099d8a7a217&rtype=5
2	Freda	J	Johnson	Freda J Johnson		https://mailtrack.us?tpurl=220ede77-5731-4510-aae0-6fcfb6267a83	https://mailtrack.us?tpurl=220ede77-5731-4510-aae0-6fcfb6267a83&rtype=1	https://mailtrack.us?tpurl=220ede77-5731-4510-aae0-6fcfb6267a83&rtype=5
3	Corrinne	E	Adams	Corrinne E Adams		https://mailtrack.us?tpurl=a786c76f-6354-45e8-99dc-ff1ce8d9e507	https://mailtrack.us?tpurl=a786c76f-6354-45e8-99dc-ff1ce8d9e507&rtype=1	https://mailtrack.us?tpurl=a786c76f-6354-45e8-99dc-ff1ce8d9e507&rtype=5
4	Mario	O	Garcia	Mario O Garcia		https://mailtrack.us?tpurl=d42df94a-1307-4b97-aca0-3a073fe22d23	https://mailtrack.us?tpurl=d42df94a-1307-4b97-aca0-3a073fe22d23&rtype=1	https://mailtrack.us?tpurl=d42df94a-1307-4b97-aca0-3a073fe22d23&rtype=5
5	Susan	I	Adams	Susan I Adams		https://mailtrack.us?tpurl=f07623c0-7f97-4bef-a8c9-9ec91f667352	https://mailtrack.us?tpurl=f07623c0-7f97-4bef-a8c9-9ec91f667352&rtype=1	https://mailtrack.us?tpurl=f07623c0-7f97-4bef-a8c9-9ec91f667352&rtype=5

- SnailWorks provides a QR Code PURL to be printed on the mailer as a graphical QR code for scanning

TRACKING PURLS ACTIVITY

Record Count: 33		Tracking PURL Activity								
First Name	Last Name	Full Name	Street	City	State	Zip	Email	Date Clicked	IP	Target URL
Ken	Kleynenberg	Ken Kleynenberg	2618 FLORLEN AVE NE	GRAND RAPIDS	MI	49525-3968		11/9/2022 10:50:13 AM	96.88.199.145	https://www.hwmuw.org/help-alice-fix-the-car
		OUR NEIGHBORS AT	2618 FLORLEN AVE NE	GRAND RAPIDS	MI	49525-3968		11/9/2022 10:51:33 AM	96.88.199.145	https://www.hwmuw.org/help-alice-fix-the-car
Kristi	Samuels	Kristi Samuels	10972 Chicago Dr	Zeeland	MI	49464-8100		11/9/2022 11:46:14 AM	68.237.22.11	https://www.hwmuw.org/help-alice-buy-food

Export the Tracking PURLS Activity:

- Measure effectiveness of adding a QR code to the mailer
- Attribute QR code responders to sales, orders or donations
- Follow-up with visitors who were non-responders





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