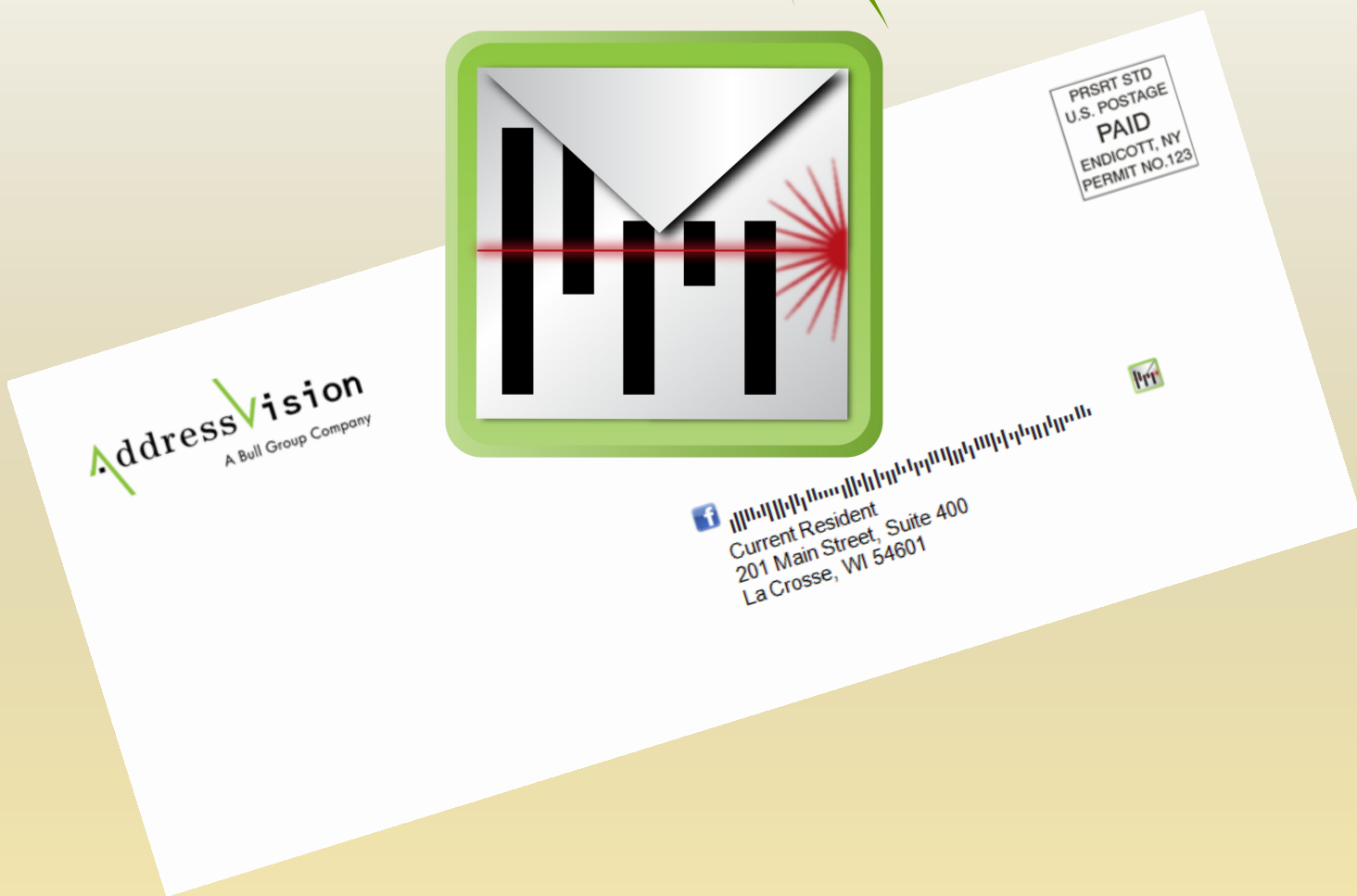


# mailScan



**Delivering a Powerful  
“Mail Moment”**

# mailScan



## DELIVER

- ◆ eCoupons
- ◆ Pre-filled Forms
- ◆ Sweepstakes
- ◆ Reports
- ◆ Social Media
- ◆ Video or Music Clips
- ◆ ...and much more

## The App that Unlocks the Power of the Intelligent Mail® Barcode

IMb barcodes are already printed on most Standard and First Class mail items. Why not take advantage of this barcode to enhance the value of your mailings?

AVI has implemented all the technology\* required to deliver a totally unique "mail moment" to your recipients.

- Customize the action of an IMb for each mailing or for each recipient
- Change the action of an IMb at any time (before or after printing)
- Save recipients time by pre-populating form fields
- Download valuable coupons to a recipient's smart phone
- Provide personalized reports (e.g., utilities usage, donations history)
- Collect touch-marketing data (who, when and where)

\*Patent pending

## Unlock the IMb®

### FEATURES

#### SCAN WITH IPHONE OR ANDROID

Just like QR codes, IMb barcodes can now be scanned using the camera on a smart phone.

#### RECEIVE PRE-POPULATED FORMS

Embedded in the IMb is information about the mail recipient that can be used to pre-populate name and/or address fields.

#### DOWNLOAD eCOUPONS

Automatically load eCoupons into a recipient's wallet.

#### COLLECT MARKETING DATA

Access usage reports to measure the effectiveness of a mailing campaign.



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