# SmartMail

As an OnTheMarket agent, you can now manage all your direct mail campaigns via SmartMail powered by Sprift. Your subscription to the platform will give you access to Sprift's best-in-class data as well as allowing you to manage the creative, print and delivery of your mailings.

Benefits

- A one-stop shop for all your mailing needs, from valuation generating campaigns to keeping local residents up to date about special offers, events and sponsorship
- Sprift's best-in-class data means you have the best chance of reaching your prospects
- Manage everything on one platform, from data to delivery
- Option to change your selected outcodes once every three months
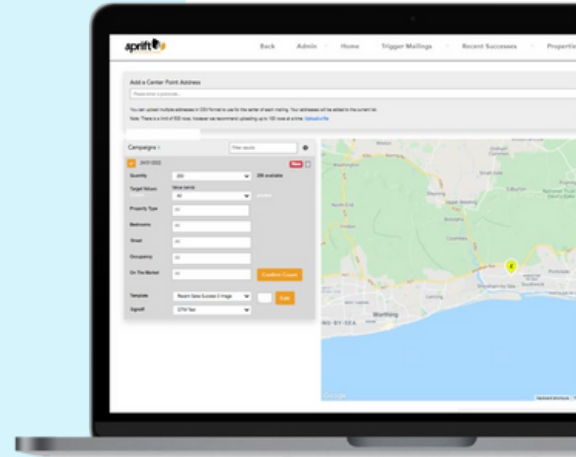
How does it work?

- Select up to 10 outcodes per branch when you register, enabling you to send direct mail to any address within these outcodes. You can also upload your own prospecting data to the platform
- Build direct mail campaigns for specific properties or larger areas, as long as they're within your chosen outcodes.
- There's no minimum or maximum number of addresses required per mailing
- Target by location, property type, price band and ownership type. There's also the option to mail off-market properties
- Choose from more than 50 editable postcard and letter templates, or simply upload your own
- Manage print and delivery via the platform. You can also print in your branch allowing you to deliver smaller campaigns yourself when you want to react quickly
- Nurture relationships with anniversary mailings to your own database of buyers
- Target the owners of properties currently available for rent using the landlord prospecting feature
- Track interest in your mailings via the QR code. When a recipient scans the code, you'll receive an email straight away, allowing you to follow up with them in real time

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