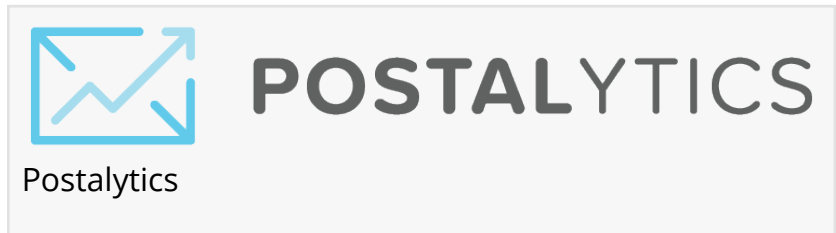


Postalytics Launches MailBack™, Turning Website Visitors Into Direct Mail Leads

New add-on identifies anonymous US website visitors and connects them to personalized direct mail campaigns through Postalytics Flows



ROCKLAND, MA, UNITED STATES,

September 2, 2026 /EINPresswire.com/ -- [Postalytics](#), the direct mail automation platform, today announced the launch of Postalytics [MailBack™](#), a new product designed to help marketers identify anonymous website visitors and automatically convert them into direct mail audiences.

The launch comes as direct mail investment continues to climb: 95% of marketers say they plan to maintain or grow their direct mail budgets this year, and 69% of consumers say they need two or more mailings before they take action, underscoring demand for tools that make repeatable, multi-touch direct mail easier to trigger automatically.

Every marketing organization faces the same challenge: most website visitors never convert, leaving no way to follow up even though the traffic was expensive to acquire. The scale of the problem is well documented: according to Ruler Analytics' 2026 benchmark study of more than 110 million website sessions across 13 industries, the average website conversion rate is just 5.13%. MailBack™ addresses that gap by identifying anonymous US consumer and business visitors who meet defined engagement criteria, then delivering verified contact data directly into Postalytics' campaign automation engine. Marketers can then use that data to trigger personalized direct mail based on website activity.

"Marketers spend significant resources driving traffic to their websites, but the majority of those visitors leave without identifying themselves," said Dennis Kelly, CEO and Co-founder of Postalytics. "MailBack™ gives marketers a practical way to act on that intent. Instead of relying only on anonymous digital ads, marketers can identify addressable prospects and trigger personalized direct mail while interest is still high."

MailBack™ uses a website pixel and identity resolution process to match eligible US visitors to names, verified mailing addresses, validated emails, and, depending on the selected data tier, demographic or firmographic data. The product is available in three tiers: B2C Value, which delivers core contact and behavioral data; B2C Premium, which adds a bundled demographic

package and identifies 50–65% of unique US consumer visitors; and B2B, which identifies business contacts and firmographic data for teams marketing to other companies.

It connects natively with Postalytics Flows, allowing marketers to build automated retargeting programs with multi-touch sequences, creative A/B tests, demographic-based branching, and webhook connections to external platforms.

“MailBack™ was built to close the loop between website behavior and offline engagement,” said Alec Graziano, CTO and Co-founder of Postalytics. “Because it connects directly into Postalytics Flows, marketers can move from anonymous website visit to personalized, automated direct mail without migrating platforms or building a custom integration.”

MailBack™ is designed for marketers across industries including telecom, ecommerce, home services, financial services, healthcare, real estate, automotive, nonprofit, technology and SaaS. Agencies and other resellers can also offer MailBack™ on a white-labeled basis through the Postalytics Agency Edition. Agencies and resellers can access special wholesale pricing, with agencies retaining control over client markup.

MailBack™ is now available to Postalytics customers in the United States as a \$99/month add-on to any Postalytics plan, including Free, Marketer, Pro, and Agency plans. Per-lead budgets cover visitor identification and data costs; direct mail production and postage are billed separately through standard Postalytics campaign pricing.

Learn more about MailBack™: <https://www.postalytics.com/tools/mailback-automated-postal-retargeting/>

About Postalytics

Postalytics is a direct mail automation platform that helps marketers create, send, track, and optimize personalized direct mail campaigns. Through automation, campaign flows, integrations, and analytics, Postalytics enables businesses and agencies to bring direct mail into modern multichannel marketing programs.

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