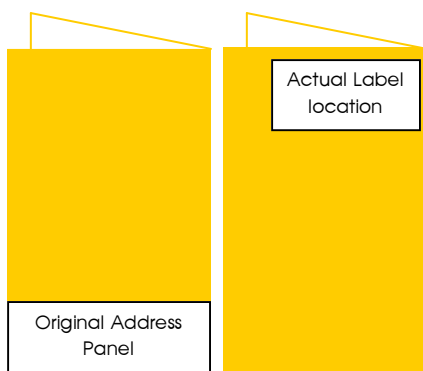




## 4 Clients Received \$90,000+ in Postage Savings From Creativity by PostMark

Over the past several weeks PostMark has had the opportunity to help clients out of what could have been very expensive situations. As we discussed in our 1st Quarter newsletter this year, the Post Office changed their requirements for preparing flat size pieces of mail. In the four projects we will review, we were able to help save clients over \$90,000 in postage. PostMark is customer focused and had we taken the approach of “we will mail what we receive no questions asked,” the cost to our clients would have been significant.

**Project 1**—The client had prepared a catalog using a design from last year’s version. The address panel



was located at the bottom on the back page. The Post Office requires that the address be in the top half, when the spine is to the right. We worked with the Post

Office to design a label that could be placed in the

proper position as required by the USPS rules.

The piece weighed 6.77oz. **Had we addressed it as we received it, the Post Office would have charged the client first class postage, which would result in a postage bill in excess of \$67,000. By working through the problem the postage was less than 1/3 of that.**

**Project 2**—The client had the piece designed so that the address panel was in the top half, however, the spine was to the left of the address. In this situation we were able to use the address panel as it was printed, but polybagged the mailer. By using a polybag we had an enclosed edge to the right of the address panel, which put the piece back into compliance. The polybag allowed us to move ahead with the project, rather than wait on envelopes to be printed. Also, this allowed the design elements to be seen immediately by the recipient. **Postage without the polybag would have been over \$11,000. By using the polybag, postage was reduced to \$1,640.**



**Project 3**—A magazine was designed with the address panel being on the back cover. However, it was set up for the addressing to take place in the bottom half of the piece. We worked with our client, who was managing the project, to develop a solution. In this case, we ended up imaging addresses on a sheet of paper in the upper half, then used the paper with the address to cover the back of the magazine and polybagged the two pieces. **Results were postage was reduced from \$26,206 to less than \$4,500.**

**Project 4**—We mailed a book in 2008 that was 8.5 by 5.5 and about 1/2 inch thick. The client used the same layout for the cover this year. Since the piece is over 1/4 inch thick, it is a flat. In this project we were able to create a label to cover the existing permit number and generate a second label to affix properly. **The result was \$12,500 in postage savings for 5,000 pieces.**

One of the lessons to learn is that when preparing mail, the old adage, “well let’s just do what we did last time” may not be a good idea. With the changes in the rules and rates, it is always a good idea to review each project and PostMark is a resource in that process.

## It's Your List - Make it Work For You

Have you ever asked yourself, “How can I make my list better?” If so, you are not alone. Anyone doing direct marketing should be asking that question on a regular basis.

Just like your car, your data file deserves regular maintenance, so when you are ready to mail, it is ready to go. To get the most out of your data file consider the ideas below.

- ✔ Process your list through National Changes of Address (NCOA) on a regular basis. This allows you to get the most current address changes that are filed with the Post Office. It is not unusual that 3% to 10% of an address list can be affected by this process. Once you have done an NCOA, it is important that the changes are incorporated into your master file.
- ✔ Append third party data. Have you ever wondered who exactly is buying my products or services? Whether you are mailing business to business or business to consumer you can have a variety of variables appended to your database. For example, if you are marketing to businesses, consider appending sales volume, business type code (SIC), employee size, or contact names. Marketing to consumers, variables can include home value, age, income, pet owners, homewonship, marital status, and presence of children in the household.
- ✔ Check your list for duplicate records. Duplicates can be in a variety of formats. The obvious ones are where the same name and address appears twice. There are more subtle forms of duplicates such as multiple people at the same address with different first names and the same last name. Consider reducing the number of pieces of mail into the household by mailing to The XXXXX Family. Beyond that, if the message is more general it may make sense to mail only one piece to an address. If multiple people can enter address information there is always an opportunity for someone to be entered into a database more than once.

# Fulfillment

Online ordering is becoming a common practice in today’s connected world. With the internet and ability for communication to take place around the clock and around the globe, companies with dispersed networks of employees need the ability to respond at all times. To that end, more and more companies like PostMark are putting online ordering in place.

Online ordering can also be the basis of a fulfillment operation. Being able to integrate online ordering and reporting in a streamline process with shipping can reduce costs and management involvement. Allowing workers or customers access to products when they want them, can put you in a competitive advantage over your competition.

When partnering with a company in this process you want to ensure that some key components are in place.

- 1) Inventory accuracy - Will you be comfortable that what you see on the inventory report is actually available?
- 2) Shipping alternatives - Is there expertise and access to the best shipping alternative (FedEx, UPS, US Postal Service) for your project?
- 3) Accurate and easy reporting - Can you easily check on the information important to you?
- 4) Shipping notification - Are you promptly notified of shipping information and tracking numbers?
- 5) Inventory replacement - Can you set reorder amounts to be certain materials are ordered according to your needs and requirements?
- 6) Accurate shipments - Will orders be accurately assembled with notification of backorders?

Fulfillment can play a vital role in the communication process of an organization. It needs to be viewed as a strategic part of a communication plan and can even be a segment of the marketing plan.



### Did you know?

The US Postal Service handles 43% of the world’s mail volume. Japan is second at 6%.

Source: [www.ceol.com/vvpo/facts.html](http://www.ceol.com/vvpo/facts.html)

### Getting Connected

#### Email Addresses for Postmark, Inc.

General email for lists – [GreatService@PostMark.ws](mailto:GreatService@PostMark.ws)

Rhonda Cathey,  
VP Operations  
[RCathey@Postmark.ws](mailto:RCathey@Postmark.ws)

Jon Bowman,  
VP Business Development  
[JBowman@PostMark.ws](mailto:JBowman@PostMark.ws)

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