



Track Your Mail; Anywhere on the Planet

The USPS Confirm service allows mailers to identify and track mail by placing an additional barcode, known as a planet code, on the front of letter and flat sized mailpieces. The process is a simple yet powerful method to successfully track mailpieces. Planet Codes track mail every time they pass through a bar code sorter. The code identifies the mailer, and the scanning data is sent to the account holders (PostMark). Each mailing gains a unique planet code for one time use.

Through the mailing process, the planet codes track the amount of scans, and the location where the scan occurs. The codes are not used to identify exactly when the mail reaches its destination, but it will get you a very close approximation.

Planet codes consist of a series of tall and short bars. Each Planet Code digit uses three tall and two short bars (the opposite of a regular Postnet barcode). Planet codes must begin and end with one long framing bar. All planet codes include a check sum digit or correction character. The Planet Code is a 12 or 14 digit barcode.

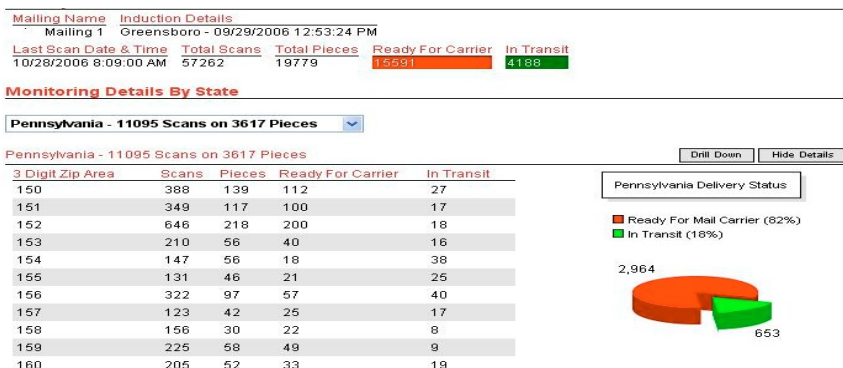
If your company is interested in obtaining planet codes for your mailing, simply contact PostMark and we can get the process set up.

Project Spotlight: Planet Codes

Issue: Client wanted to track time of delivery of a large mailing going throughout the US.

Solution: Postmark applies Planet Codes to the mail in order to track the progress.

Postmark's Help: PostMark generated static, planet code barcodes that imaged onto each addressed piece of mail. After delivering the mail to the Post Office, the client had the ability to log on to the Internet and track segments of their mailing. As the mail passed through postal barcode sorters, those scans registered progress. The client has the ability to see the last scan received from the postal service, and the estimated in-home delivery. While this service provides insight to progress, it does not track through to the actual delivery. The following is an example screen of the how the mail is tracked.



This screen displays date, time of scan, and total scans. The pie chart displays the amount of pieces in transit and the amount ready for the mail carrier. Also, the information in the scans can be downloaded for analysis.

USPS Taking Steps to Reduce Undeliverable Mail

In an effort to decrease the amount of undeliverable as addressed (UAA) mail, the USPS has proposed a significant change to the CASS certification software. Beginning August 1, 2007, all CASS software will have to verify the primary address as truly deliverable. In order to receive automated discounts the DPV (Delivery Point Verification) must be utilized; the automated rate will not be given to addresses with unverifiable DPV's. These changes are necessary because the USPS is losing \$1.8 billion annually due to of undeliverable mail. Postmark's postal software will be in compliance to accommodate these requirements. The client benefit is that we will be able to better identify addresses that may not be deliverable, thus aiding in keeping your data file cleaner. If you have any questions concerning these issues, contact Postmark.

Did You Know ?

48% of people read mail to unwind, 42% look to mail for financial savings, 38% use mail to stay informed, and 64% order from mail that they receive.

Fold Your Flats And Everything Will Be Fine

While The 2007 Postage Rate increase (expected in mid 2007) will affect all mailers, the increase will be more significant on non letter sized mail. In other words, flat-sized mailpieces (between 6 and 15 inches in length, 6 and 12 inches in height, and no more than 3/4 inches thick), will be penalized during this transition from a weight based to a shape based classification.

The message of the rate proposal is clear: mail letters instead of flats. A change from flat to letter size, can increase the postage savings associated with your mailing (your list will determine the actual savings). In addition to the savings, the mailer will be able to reduce their costs on paper, printing and various supplies needed for the mailing.

One suggestion mentioned by the USPS to accommodate the new rate case, is to fold the flat. Mailing services such as folding, applying wafer seals, and sealing envelopes, will become more customary, as the USPS tries to incorporate a new shape-based classification.

So, for all of you who are currently mailing flats, PostMark can help you research ways to meet letter-size requirements without minimizing the effectiveness of the mailpiece.

Hit Every Target: Try A National Change of Address!

In the midst of your direct mail campaign, have you ever encountered returned mail? Well, if you have, it could be because your mailing list is not current. There are many things that could cause this. The most frequent reason is due to relocation. If this is something that you would like to address (no pun intended), then send us your mailing list and we will send it off for a National Change of Address. This service will not only update your mailing list, but it will also reduce the amount of mail returned to you.

If your company would like to arrange for PostMark to conduct a National Change of Address to your mailing list, please contact any of the individuals to the right and they will be able to help you. Please allow three to four days for the list to be processed. PostMark recommends that all lists be sent through the NCOA process annually, in order to keep your list as current as possible.

Getting Connected

Email Addresses for PostMark, Inc.

General email for lists –
GreatService@PostMark.ws

Dick Vann,
President –
RSVann@PostMark.ws

Rhonda Cathey,
VP Operations –
RCathey@PostMark.ws

Jon Bowman,
VP Business Development –
JBowman@PostMark.ws

Eric Cathey,
Sales Representative –
ECathey@PostMark.ws

Sherry Hanna,
Customer Service
Representative –
SHanna@PostMark.ws

James Cooke,
Customer Service
Representative –
Jcooke@PostMark.ws

www.postmark.ws