



5 Ways To Minimize The Impact Of Your Postage Costs

1 Redesign Your Flat-size Mail to Letter-size:

The Postal Service is keeping postage down on letter-size mail because they can process it faster. For those of you who send out flat-size mail it is very beneficial to change the design to letter-size. A 9" x 12" envelope can be changed to mail in a 6" x 9" or #10 envelope. An 8-3/8" x 10-7/8" catalog could possibly be re-designed to a booklet size. You may have to add more pages, reduce the product line or reduce the copy size, however, you can have up to 1/4" thickness. That's pretty good! The postage you can save is substantial.

2 Automate Your Mail:

There are a number of mailers who, for one reason or another, do not automate their mailings. Now is probably a very good time to make the change to automation. The Postal Service rewards mailers that supply mail that can go through their system faster, and adding a barcode on the mail piece so it can go through a machine at 30,000 pieces per hour is highly recommended.

3 Merg/Purg (De-dupe) Your Database:

If you have avoided cleaning up your database in the past, now is a good time to start and eliminate any unnecessary additional costs in postage. We realize that many mailers have logistical issues when working with internal databases, however, when these new postage rates hit, it will be like throwing money away. We highly recommend that you take advantage of this service.

If you clean up your data, the savings potential is greater than just the postage costs. You will also save on the printing and mail processing costs! Some clients haven't cleaned up their database in years. That means inefficiencies are running rampant. As best you can, GET RID OF DUPLICATES. (Our data processing personnel can program de-duping parameters that will meet your individual needs.)

4 NCOA Your Database:

National Change of Address (NCOA) is when you run your data through the Postal Services national database of people who have submitted moved addresses. The US population moves an average of every 5 years. That means your database could experience a 20% undeliverable rate if not cleaned up in just 1 year!

5 Ask Your Clients for Address Verification:

This is something that can be done as a stand alone project or you can marry it to an existing outgoing mailer to your customer database. Another option is to utilize your website to do this. This can be a proactive step to clean up the flagged names found through DPV. Also, it can help you decide which names to mail to when discrepancies come up through the de-duping process. This isn't something that would be done with a rented list.