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WHITEPAPER

# 6 Ways We Get the **Lowest Possible Postage Every time**

# We Save Our Partners Money on Postage – No Markups, Ever.

Controlling mail costs is a common concern and challenge for marketers. Fixed costs usually don't change regardless of quantity mailed or for other reasons. But if you understand the variable factors – such as postage – that go into a campaign, you can make better decisions about your options and how to best balance them.

So how can you maintain circulation counts and at the same time, stay within your budget?

**You need a partner with the right experience who focuses on saving you money on postage.** Here are 6 ways that we help you save.

## 1. Data Processing on the Front End

Your list data should always be run through a series of vital checks and tools to ensure that it's accurate and current. These procedures include:

- **CASS (Coding Accuracy Support System)** - a USPS certification that corrects and standardizes address elements like zip codes and misspelled street or city names
- **NCOA (National Change of Address)** - compares addresses against a database of all new address information filed with the USPS
- **Dedupe & Presort** - removes duplicates and pre-sorts the list in proper order before printing; pre-sorting a list in zip code order with a minimum of 200 pieces and a bulk permit earns you a discount



## 2. Segmentation Options

Direct mail segmentation is a crucial step in creating campaigns that reach different people who have different expectations of your brand, and different requirements of how their preferences, needs, and wants can be met. **With insights about your customer's or prospect's segment, you can use copy and images on your mail piece that are more likely to get their attention** than a static piece.

By smartly segmenting your lists, you can use predictive modeling to identify customers who may prove to be less profitable over time allowing you to move them to focus on your best prospects.

At mailing.com, we work with companies using hundreds of data points on their campaigns. This allows them to create the perfect mailing list that targets select segments of their desired audience by one or more these types:

- **Demographic** - gender, age, ethnicity, income, occupation, and education level
- **Geographic** - state, city, zip code, street, or "neighborhood"/radius
- **Behavioral** - customer activity, such as buying products and services, using the RFM (Recency, Frequency, Monetary) model
- **Psychographic** - attitudes and values, interests, and more broadly, lifestyle, all form a personality profile

### For example:

**You can target high-income homeowners within a 20-mile radius of a retail location who have bought from you within the last 6 months.**



### 3. Automation Pricing through USPS

If your mailing pieces are compatible with USPS's processing equipment, they qualify for discount pricing. But, they must meet several criteria, such as:

- Minimum quantities (500 mailings for First Class, 200 for Marketing Mail)
- CASS certification in the last 180 days
- An Intelligent Mail barcode (IMb) with the correct delivery point routing code printed on each piece

**At mailing.com, our on-site USPS team analyzes your list by city or zip and compares postage rates so you always get the least expensive option.** Because we use USPS Seamless Acceptance to automate and streamline mail entry verification, we're able to offer significant postage discounts. And thanks to our drop shipping service, we can send your mail in bulk to the nearest USPS office, saving you even more money in the process.



### 4. Mail Class Options

Mail sent through USPS qualifies for rates based mostly on the content of your mailing, and how you want to balance timeliness vs. costs. Certain types of mail pieces, such as bills, statements, personal correspondence, and handwritten material, must use First Class. But for anything else, you need to look at the costs of your two biggest choices, First Class and Marketing Mail:

- First Class (for mailings of up to 13 ounces) gets your mailpiece delivered quickly (2-5 days). It also guarantees free forwarding and returns of your mail.
- Marketing Mail is handled a little less quickly but at a substantial cost savings.

## 5. Change Mailer Size

Your mailpiece's format and size are also variable costs that may affect how much you pay in postage for a campaign.

**For more available affordable options, think about how you may achieve the same relevancy and results by redesigning your mailer.**

- Compare the costs of using less components or a lighter paper stock
- Switch your current mailing to a smaller, lighter format (e.g., downsizing from envelopes/flats to self-mailers or from self-mailers to postcards)
- Move to a larger mailer size (e.g., to a single 6"x9" or 6"x11" postcard that can take the place of multiple smaller pieces)
- Replace a warm up or drip sequence mailer with an email effort

## 6. USPS Promotional Discounts

Direct mail is a vibrant, evolving channel – and your direct mail can prove it while saving you money. For over a decade, the USPS has offered promotional discounts for mailpieces that use emerging printing and marketing technologies.

### **Eligible campaigns through 2024:**

- Promote response-boosting technologies like Informed Delivery, QR codes, and personalized color transactional mail
- Provide discounts ranging from 3%-6% on campaigns
- NEW! Get 30% credit on future mailings for high-volume campaigns



# How We Helped a Medical Practice Agency Partner Save on Mailing Costs

## The Partner

Medical agency with 700 physical therapy locations nationwide previously printed and mailed 1 million newsletters annually

## The Goal

Upgrade newsletter program to increase usage, enabling practice growth and greater sales

## The Solution

Expertise and a long-time USPS relationship means a lot when it comes to implementing postage savings for our partners. Thanks to a lot of teamwork:

- The partner restructured client data to align with their workflow and our production process
- We helped our client secure a postal permit to enable visibility by account and campaign, improving their internal billing
- We used USPS & proprietary software to maximize postage savings on a continuous basis
- We provided more efficient newsletter options to

## Results

By developing a seamless production flow and automated update process, together our collaboration accomplished:

- 1st year postage **savings of 12%**
- **5X increase** in amount of newsletters mailed annually
- **3X number of formats available** to partner marketing team
- Production cycle **reduced by 4 days**
- Data accuracy **improved by 98%**



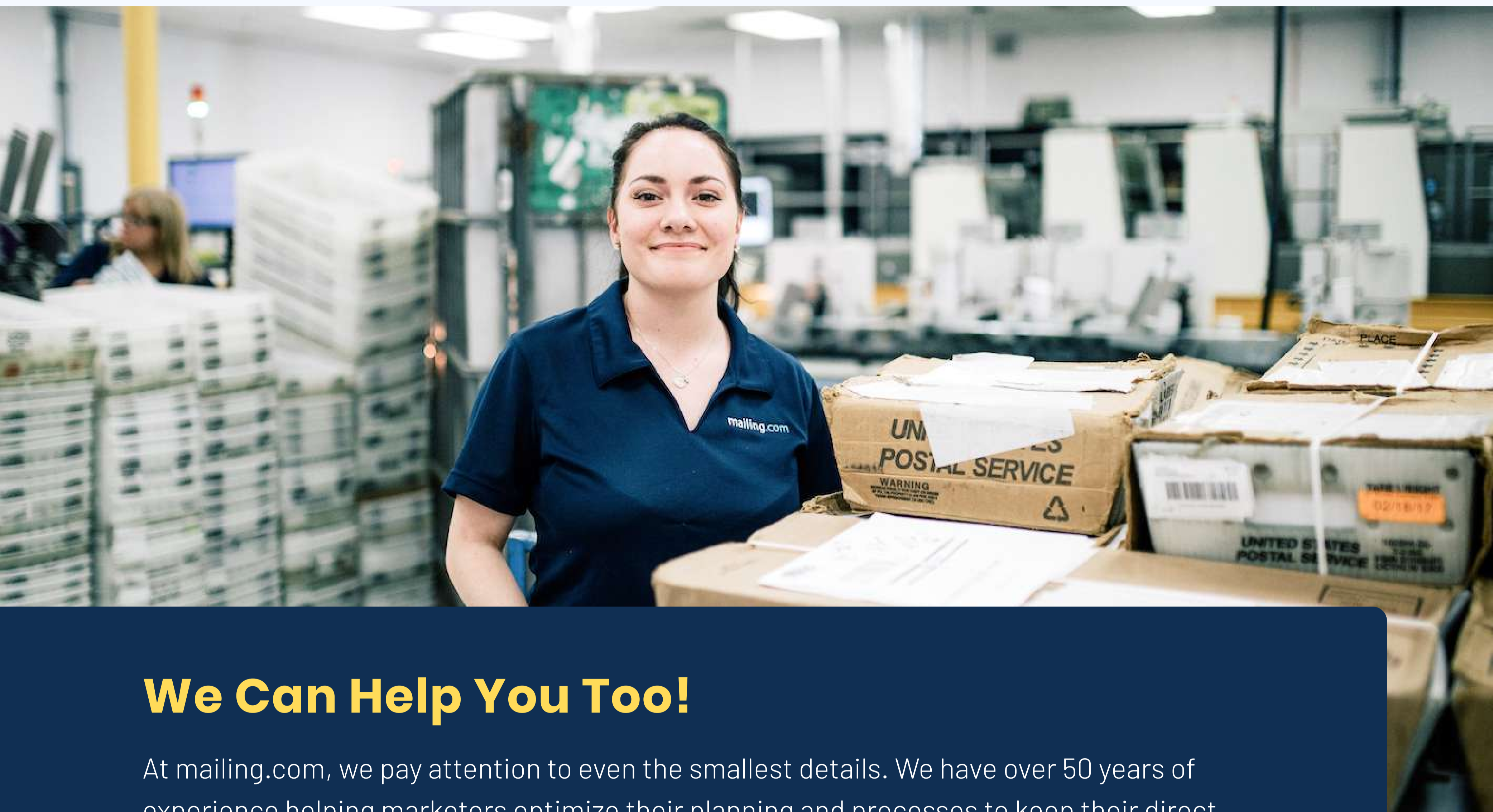
*mailing.com is our main print vendor. This team produces great results for us, and our clients' mailed newsletters are perfect every time.*

Bethany, Senior Print Account Manager, Medical Practice Agency Partner



# Conclusion

Working together to restructure your production process, along with additional options for mailing formats can achieve lower postage costs. New approaches that promise the same (or better) effectiveness can also ramp up mailing counts that strengthen customer loyalty.



## We Can Help You Too!

At mailing.com, we pay attention to even the smallest details. We have over 50 years of experience helping marketers optimize their planning and processes to keep their direct mail costs affordable. As a full-service Mail Services Provider, our all-in-one mailing and data management teams can reduce expenses and find savings for your campaign's setups, pre-press, printing, mailing, and shipment costs.

**Drop us a line or call us! We'd love to show you how to control your direct mail postage costs in your future campaigns.**

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