

MAILERS+4[®]

Nov 10
Vol. 16 No. 12

INSIGHT



MAILERS+4 SPOTLIGHT

How to Improve Your Direct Marketing Efforts with GeoCoder



The Fall Quarter update of GeoCoder – an add-on to MAILERS+4 – is now available. GeoCoder appends lat/long coordinates, census tract and block numbers, FIPS codes, and county names, to the records in your mailing list to the ZIP + 4[®], ZIP+2, or 5-digit ZIP Code[™] level.

You can use the lat/long coordinates to determine distance between two places, zero in on customer locations, or find the closest dealer to a customer. This data can be used with mapping programs and census demographics

to plot customer clusters and identify demographic patterns of the consumers in your mailing list.

Pinpointing and analyzing information based on your customer's location is one of the coolest features GeoCoder offers – and it can help you improve your direct marketing efforts.

How? The enhanced information will help you target your customers more effectively – because you will discover where your best customers live, and what they all have in common.



Going a Step Further with Saturation

Now that you know where your best customers are located and what they have in common, you can purchase an occupant mailing list to localize and saturate specific areas by carrier route, ZIP Code, radius, county, or city. Saturating a neighborhood qualifies you for the lowest postage rates possible.

[Click here for more information on GeoCoder add-on.](#)

[If you would like to purchase an Occupant/Saturation mailing list, please contact your sales rep at 1-800-MELISSA \(635-4772\), opt. 3.](#)

How to Make Better Shipping Decisions to Ensure Fast Delivery

Holiday/seasonal mailings are well underway. Now is the time to think about processing orders accurately and saving money on shipping.

Here are some resources you can utilize to make better shipping decisions, ensure prompt delivery, and prevent excessive charges:



- **RBDI** (Residential Business Delivery Indicator)— An add-on to MAILERS+4. RBDI helps shippers minimize parcel shipping costs by verifying address delivery type as either business or residential – enabling shippers to select the best carrier for the most cost-efficient delivery.
- **Address Verification** – Not verifying or updating shipping addresses prior to delivery can be an expensive proposition. Did you know that FedEx and UPS charge \$10 for every shipment that requires an address correction? Other shipping carriers might include a surcharge for delivery to a residential address or for a Saturday delivery. Surcharges can range from \$5 to \$15 per address or a residential delivery surcharge of about \$1.40. That's why it's critical to continue verifying addresses via your MAILERS+4 software.

•**NCOALink® Processing** – Identifies movers in your mailing list and updates their address information to ensure your shipments get delivered on time and to the right recipient. Melissa Data offers NCOALink processing through our service bureau or as a 24/7 real-time* Web service, called SmartMover, giving you the freshest data possible.



Basically, treat your shipments the same way you treat your mail – by verifying the accuracy of the address and updating your shipping address database, to ensure fast and efficient delivery during the chaotic holiday season.

Doing so will eliminate undeliverable returns, reduce waste, cut down on additional charges, and minimize your time, material and postage expenses.

[Click here for more information or if you have any questions, please contact your sales rep at 1-800-MELISSA \(635-4772\).](#)

*Melissa Data receives weekly updates from the USPS.

DIRECT MARKETING TIPS FROM THE PROS

The 7 Myths That Can “Undercook” Your Direct Mail

Believe it or not, you could be completely “undercooking” your direct mail efforts. You might have developed a direct marketing campaign without thinking twice if it could be meaningless or counterproductive to your business goals. Noted direct marketing copywriter Dean Rieck shares the seven myths that could be causing you to “undercook” your direct mail.

[To read the full story, click here.](#)

[To subscribe to our newsletters, please go here.](#)

Your Direct Mail



MELISSA DATA UPDATE

Picture this. You've got a database full of names, phone numbers, street addresses, and emails – valuable customer information. But the problem – it's all one big mess. Your data's like a long run-on sentence, with no structure or consistency.

Tired of dealing with this unfielded data? Melissa Data's got the answer. The company recently released RightFielder Object, a multiplatform API that intelligently parses and organizes inconsistent or unformatted data into correctly formatted fields.

	column1	column2	column3	column4	column5
1	Joey Pars	12345 Main St	joe@aol.com	949-121-3323	91745
2	9823 Collette Ave	10098	232-132-2345	Kim Jones	kim@yahoo.com
3	bill@gmail.com	800-800-1234	2238 Viam Way	92688	Bill Warner

Identify ▲ Organize ▼

	Name	Address	ZipCode	Phone	Email
1	Joey Pars	12345 Main St	91745	949-121-3323	joe@aol.com
2	Kim Jones	9823 Collette Ave	10098	232-132-2345	kim@yahoo.com
3	Bill Warner	2238 Viam Way	92688	800-800-1234	bill@gmail.com

Using proprietary parsing logic, RightFielder Object analyzes free-form data, recognizes where fields begin and end, and assigns the contents to the correct output property. The solution also identifies multiple

types of data in the same field (e.g. city and state) and reorganizes the data into new columns, each with a single data type.

In addition, RightFielder Object recognizes and extracts data like personal names, company and department names, email and Web addresses, and phone numbers. RightFielder Object can also define and re-field custom data types like social security numbers (SSN), IP addresses, dates, and proprietary account number formats.

RightFielder is also available as a desktop software (GUI) application. [For a free trial, or more information, please call your sales rep. or click here.](#)



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Identify ▲ Organize ▼

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POSTAL UPDATE

Postal Commission Rejects USPS® Rate Hike Request

After approximately four months of deliberating the U.S. Postal Service's proposed exigent 5.6 percent rate hike, the Postal Regulatory Commission (PRC) has come to a consensus and unanimously rejected USPS' sought after increase.

The projected rate hike intended to boost the value of the First-Class™ stamp by two cents, postcards by 30 cents, periodicals by 8 percent, Standard Mail® parcels by 23 percent, and catalogs by 5.1 percent. If the proposed price augmentations had been approved, this would have been USPS' second consecutive year for issued and accepted rate increases.



The USPS anticipated that higher rates would have taken a chunk out of the \$7.7 billion deficit that had progressively worsened throughout the 2010 fiscal year. The Postal Service™ blamed an increased use of Internet and electronics, in addition to the recession, as the trigger to their debt.

By law, the USPS was required to present “extraordinary or exceptional” circumstances to validate any price increase not mentioned in the Consumer Price Index. Although the recession qualified as an “extraordinary” circumstance, the PRC determined that the economy was irrelevant to the USPS' predicament, claiming that their financial woes were inevitable and cited “internal structural problems” as the primary origin of their debt.

According to the PRC, an economic recession is sometimes capable of being grounds for a rate hike, yet in this particular situation, the USPS failed to show a correlation between the liable circumstances and their requested 5.6 percent increase. The PRC also agreed that a fluctuation of electronic and Internet usage was additionally unrelated to their deficit, as both were typical factors of any business cycle.

PRC Chairman Ruth Goldway acknowledged that the situation was complicated and recognized that not all audiences would be satisfied with their decision. The USPS opposed the rejection, while the Affordable Mail Alliance (AMA) commended the final outcome, agreeing that USPS' financial crisis was existent long before the onset of the recession.

The PRC publicized that their decision to deny the rate hike request should serve as a reminder to mailers that this form of communication will remain affordable and practical. They hope their decision will instill enthusiasm in mailers gearing up for the upcoming holiday season.

MAILERS⁺4 FAQs

Q: With the new interface of MAILERS+4, where do I find the Print the Tray/Sack Tags menu?

A: All the mailing reports can now be accessed and printed on the same page. After the presort is done, you will be brought to the "Mailing Results" screen. Click "Next" to the "Reports" screen. You can print the "Qualification Report," "Mailing Summary," "Presort Parameters," "Zone Listing," "Bundle/Container Report," "Postage Statement," and the "Tray and Sack Tags" from this screen.

Q: How do I print only a few pages of the postage report in MAILERS+4?

A: Since MAILERS+4 now prints all the reports in .pdf format, you must first preview the report. On the "Mailings" page after you run presort, select "Postage Report" and click the "View" button. Now, when you go to print the postage statement, you can specify how many pages of this report you want to print.

Useful Mailing Links

Industry Insights – Catch the latest news on the postal industry, USPS, and direct marketing hot topics.
<http://www.melissadata.com/postal/postal-links.htm>

USPS RIBBS® Website – Get access to USPS products and services for business mailers. <http://ribbs.usps.gov>

Melissa Data Resources – Links to our white papers, case studies, and insightful articles to help you get the most out of your direct mail, marketing, data management initiatives.
<http://www.melissadata.com/resources>

Discussion Forums – Ask questions, talk product and get fast answers in our discussion forums.
<http://forum.melissadata.com>

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