

Adding Value to Mail



**Using Informed Visibility and Informed Delivery
to Add to Your Bottom Line**



SnailWorks Makes it Better

SnailWorks provides the **tactical tools** to improve direct mail response rates through the **coordinated engagement** of online channels.

SnailWorks Products



6 Ideas for Adding Value And Profit



#1: **Making Mail Tracking Profitable**

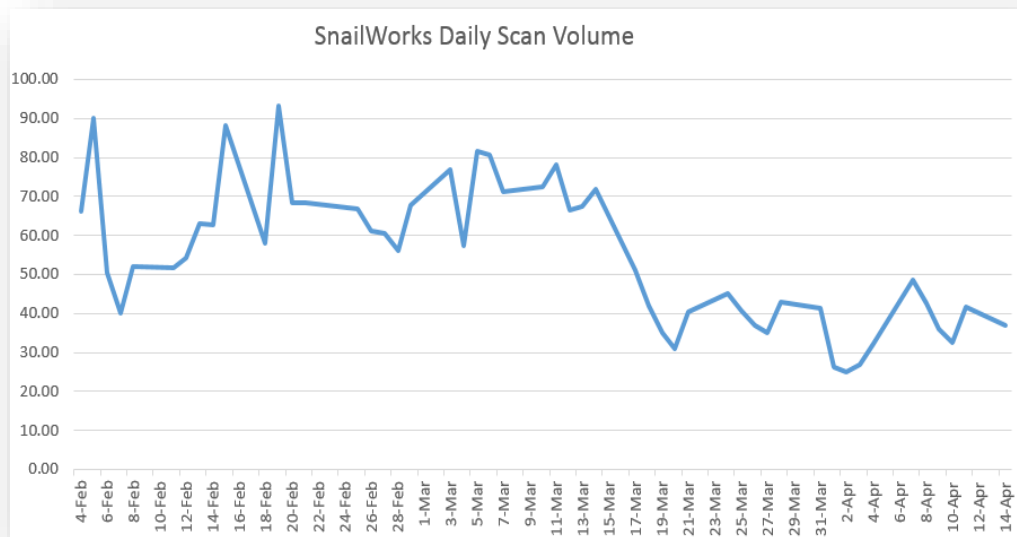


Mail Tracking Is Essential

- Mail delivery issues have been rampant
- Mail delivery is less predictable – even for First-Class Mail
- The traditional benefits of mail tracking have been amplified

The Need for Mail Tracking

- Mail volumes are down
- Delivery is more erratic
- Response is harder to predict, but generally lower
- Volume and response are likely to climb, but no one knows when



Mail Tracking lets you know!

The Business of Mail Tracking

- Mail tracking is a bargain, in perspective:
 - Typical NP mailing costs about 40 cents/piece
 - With mail tracking: 40.01 cents/piece, typically
- In early days of tracking – PLANET codes, CONFIRM, 3rd party tracking companies charged per job + per \$
- Today's market is generally pure \$/M



The Business of Mail Tracking

- So, mail owners don't care so much about the additional 1/10 cent, but...
- That translates to \$1.00/M for MSP's
 - Actual prices vary, but \$1/M is about average
- The layers between the mail owner and the MSP create a false cost issue

Fair Value for Mail Tracking

- **MSP's should track mail – it's essential**
- **MSP's and agencies should not give tracking away – it has value and requires investment**
- **Marking up \$1 to \$2 is generally a fair charge – there is room for agencies to add a small margin as well**

Pricing Models

- **Lots of small mailings?**
 - Consider small charge/job - \$5, \$10, even \$2 per job can be profitable if there are many jobs
- **Big mailings?**
 - Charge per M with a markup

How It Works for All

- Some of our more successful MSP's add \$2,000 - \$5,000 to their monthly profit
- Tracking more mail is essential – it should not be seen as a cost center – it's a profit center
- Tracking a *little* mail makes it harder to sell, and more difficult to profit. Tracking ALL your mail makes it part of what you do – and profitable

6 Ideas for Adding Value And Profit



#2: Response Tracking



How Inbound Tracking Works

- A consumer drops a response in the mail
 - A Donor
 - A subscriber
 - A member
 - A voter



How Inbound Tracking Works

- Mail is gathered and inducted at Sectional Center
- Run through facer/canceller or sorter
- Intelligent Mail barcode scanned



Mail Piece Path

Scan Details For Mailpiece:

BarCode	ServiceTypeId	MID	Serial Number	*Delivery Date
00	777	205851	285783954	03/05/2020

Addressee

-- No Addressee Info Available --

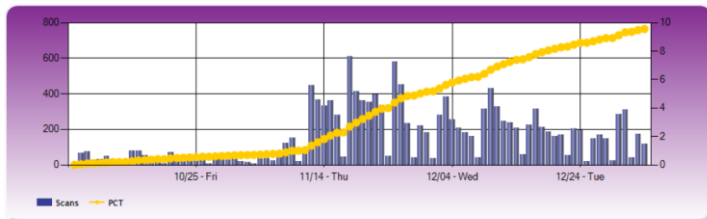
☒ All Fields

Informed Visibility Scan Details

Scan Date	FCLT ID	Facility	Event Code	Description	Stop The Clock	Routing Code	Handling Event Type	eDoc	Container ID	Tray ID	Mail Level	Mail Phase	Start The Clock Date	Predicted Delivery Date	Anticipated Delivery Date	Expected Delivery Date	Piece Id	IMcb	IMtb
3/3/2020 11:48:03 PM	60499	BEDFORD PARK	004	Stamp Cancellation	N	606023007	Actual				Cancellation	Phase 0 - Origin Processing Cancellation of Postage					b82cfc62-5dd3-11ea-9bbd-231b703ceb4e		
3/4/2020 10:14:49 AM	60607	CHICAGO CENT CARRIER ANNEX	894	Arrived at Local Facility	N	606023007	Actual				Incoming SCF	Phase 2b - Destination SCF Processing					b82cfc62-5dd3-11ea-9bbd-231b703ceb4e		
3/4/2020 11:21:35 PM	60607	CHICAGO CENT CARRIER ANNEX	918	Sequenced for Delivery - 1st Pass	Y	606023007	Actual				DPS Sequencing	Phase 3c - Destination Sequenced Carrier Sortation			03/05/2020		b82cfc62-5dd3-11ea-9bbd-231b703ceb4e		
3/5/2020 3:17:45 AM	60607	CHICAGO CENT CARRIER ANNEX	919	Final Sequencing for Delivery	Y	606023007	Actual				DPS Carrier Sort	Phase 3c - Destination Sequenced Carrier Sortation			03/05/2020		b82cfc62-5dd3-11ea-9bbd-231b703ceb4e		

Creating Reports

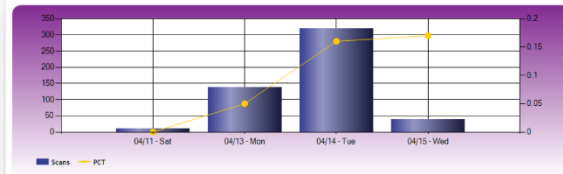
Unique Piece Id Counts by First Scan Date



Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2019/09/21 - Sat	12	12	0.01	0
2019/10/07 - Mon	65	77	0.05	0
2019/10/08 - Tue	75	152	0.10	0
2019/10/09 - Wed	27	179	0.12	0
2019/10/10 - Thu	31	210	0.14	0
2019/10/11 - Fri	48	258	0.17	0
2019/10/12 - Sat	31	289	0.20	0
2019/10/13 - Sun	8	297	0.20	0
2019/10/14 - Mon	9	306	0.21	0
2019/10/15 - Tue	81	387	0.26	0
2019/10/16 - Wed	80	467	0.32	0
2019/10/17 - Thu	53	520	0.35	0

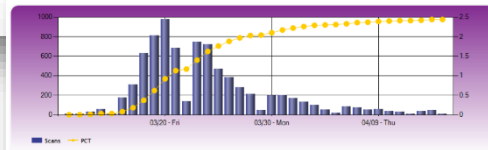
Same envelope, many renewals

Unique Piece Id Counts by First Scan Date



Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2020/04/11 - Sat	10	10	0.00	3
2020/04/13 - Mon	137	147	0.05	5

Unique Piece Id Counts by First Scan Date



Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2020/03/11 - Wed	4	4	0.00	7
2020/03/12 - Thu	10	14	0.04	8
2020/03/13 - Fri	31	45	0.04	1
2020/03/14 - Sat	56	101	0.07	10
2020/03/15 - Sun	1	102	0.00	11
2020/03/16 - Mon	134	236	0.08	12
2020/03/17 - Tue	107	343	0.10	13
2020/03/18 - Wed	427	770	0.37	14
2020/03/19 - Thu	839	2,009	0.62	15
2020/03/20 - Fri	628	2,637	0.95	16

One envelope each project

Different Forms of Inbound Tracking

- **Non-unique IMb**
 - Generally printed on return envelope
 - Can be distinguished by USPS Unique Piece ID
- **Unique IMb**
 - As part of remittance
 - On return envelope matched to sender
 - On return envelope, unmatched



Inbound By The Numbers

Different response characteristics require different pricing models

- Most DM or fundraising generates very few inbound pieces – generally less than 2%
- Invoice mailings may generate much higher quantities – 30% and up

Fixed IMb Response Tracking

- Used to determine response rates
- Requires more work upfront to set up BRM/CRM art
- Very little processing effort after setup complete – quantities tend to be low
- Reply mail rates are still important – preferred response path of High \$ donors

Fixed IMb Pricing Models

- Typically one set-up charge to create BRM/CRM art and monitor through life of mailing (60 – 90 days)
 - Small monthly fee for additional months
- Same IMb can be used for repeated mailings (all renewals, for example)
- Unique IMb for each split is OK but may increase cost

Unique IMb Tracking

- Each inbound piece has it own IMb generally printed on remittance advice and showing through window
- BRM/CRM design stays the same since variable IMb is in the mail production
- Higher inbound % is expected

Unique IMb Pricing Models

- Requires minimal setup, no art creation
- Most effort is in assigning, managing a lot of IMb's
- Pricing is usually simply a doubling of outbound tracking price

How It Works for All

- **Inbound tracking is high-value, and low cost**
- **Can be sold as an add-on – “fries with your burger?”**
- **Most mail owners can't live without once they use it once**

6 Ideas for Adding Value And Profit



#3: Informed Delivery



2020 HOLIDAY MATCHING GIFT CHALLENGE

Make your gift by mail or online before December 31 to have it MATCHED!

Give Now

FROM Project Hope

Learn More >

DEMOCRAT HERB WESSON FOR COUNTY SUPERVISOR

THE ONLY CANDIDATE ENDORSED BY

VOTE NOW. Last day to vote is November 3.

Not paid for by Working for a Better L.A. to Support Wesson for Supervisor 2020. Sponsored by Los Angeles County Federation of Labor AFL-CIO. Committee raised funding from Los Angeles County Federation of Labor AFL-CIO. Not authorized by a candidate or a committee controlled by a candidate.

VOTE HERB WESSON
FOR COUNTY SUPERVISOR

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Making Home for the Holidays even brighter this year.

DECORATE WITH LIGHTS

with Lights

Results Reporting



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Informed Delivery Campaign Summary

Informed Delivery Campaign Summary



Informed Delivery ▼



Campaign Summary

Campaign: 5939
Efforts: 56964
Mail Date: November 30 2018

Total Mail Quantity:	105,092	
Total ID Impressions:	18,227	17.3%
Informed Delivery Emails Sent:	11,406	10.9%
Email Opens:	7,147	62.7%
Email Clicks:	51	0.3%

[Campaign Details](#)



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Informed Delivery Campaign Details

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Informed Delivery ▼

First Name	Middle Name	Last Name	Full Name	Company	Zip	Campaign Title	Brand Name	Effort ID	Delivery Date	Emails	Opens	Non-Emails	Clicks	> 10
Britton		Jackson	Britton Jackson		07008-3372	5939	USA	8731	06-12-2018	1	1	0	5	0
Elizabeth		Krojansky	Elizabeth A Krojansky		90266-6128	5939	USA	8731	06-12-2018	1	1	0	3	0
David		Anthony	David Anthony		91214-2816	5939	USA	8731	06-12-2018	2	2	0	2	0
Virginia		Lelesch	Virginia Lelesch		92708-3568	5939	USA	8731	06-12-2018	1	1	0	2	0
Reagan		Phillips	Reagan S Phillips		92602-1890	5939	USA	8731	06-12-2018	1	1	0	2	0
Max		Novak	Max Novak		91913-	5939	USA	8731	06-12-2018	1	1	0	1	0

Informed Delivery

- Adding an Informed Delivery (ID) campaign to a mailing is probably the greatest added value a mailer can offer a mail owner
- Most mailings can expect a 10% - 20% increase in impressions
- Direct link to web site/Donation page
- Underused service – still a lot of available market, differentiation possibilities

Informed Delivery – The Big Numbers

- **Registered Users:** **33.3 Million**
- **Email-Enabled Users:** **27.7 Million**
- **Email Open Rates:** **60%**
- **About 1 in 5 eligible households**

Relatively Easy To Do

- **Simply requires providing JPEG images and a web link, and associating them to IMb serial numbers**
- **Requires tracking to know how it is working**
- **Lends itself very well to A/B testing**
- **Free from USPS – modestly priced by SnailWorks**

Keep In Mind

- **Mailing quantity doesn't really matter – effort is in setup**
- **Multiple versions do matter. Each version requires its own setup in many cases, depending on IMb sequence**
- **Tracking and reporting is critical to prove value, enable testing**
- **Complicated enough be best administered by a third party**

ID Pricing Model

- **Fixed campaign cost, regardless of quantity**
- **Work with customers to minimize versions, sequence number breaks**
- **Tracking is essential to mine the wealth of data provided by ID**
- **SnailWorks coordinates ID reporting with mail tracking**

How It Works For All

- **Boosted response rate for mail owners**
- **Ease of use**
- **Simple per-job/split pricing model**
- **Easy to sell, particularly on large jobs or during promotions**
- **Still time to be a “pioneer”**

6 Ideas for Adding Value And Profit



#4: **ACS – Win/Win/Win**



Why ACS?

- Address quality sucks
- Too much mail is run through NCOA as a formality – data isn't applied
- Even after NCOA, UAA rate is still 1% - 2%
- ACS allows you to get rid of “The Pile” of returned mail waiting to be keypunched (and never is)
- ACS is free from USPS for Full-Service mail!

How ACS Works

- A MID is registered with the ACS program
- The correct ancillary endorsement is printed on the mail piece – DANGER!
- As pieces are found to be undeliverable the address change or notification of nondelivery is sent electronically

Keep In Mind

- **It is critical to print the correct endorsement:**
 - **First-Class Mail: No endorsement**
 - **Marketing Mail: “Electronic Service Requested”**
- **You can alter how mail is handled in IMb Service Type ID (STID)**
- **There may be charges for non-Full-Service Mail**

ACS Pricing Model

- **Most effort is in managing data**
- **Move data is high value**
- **Much more valuable for house files**
- **Three primary pricing models:**
 - **Per correction**
 - **Per job**
 - **Per month**

How It Works For All

- **Postal Service has less mail to forward**
- **Mail owner can correct or eliminate UAA addresses**
- **A revenue opportunity for the MSP**

6 Ideas for Adding Value And Profit



#5: Adding IV and ID to commingle



Adding Value to Commingle

- **Comminglers do care about delivery times**
- **Traditionally, barcodes assigned by MLOCR could not be associated with an individual mail piece**
- **MLOCR's are capable of reading a second barcode, unique ID, or name to associate with the IMb assigned**

Adding Value to Commingle

- **Work with MLOCR manufacturer as to capability of your equipment**
- **Create a file with unique ID and associated IMb**
- **Marry that to a third file that associates unique ID to other record data to build IV and ID reports**

Pricing Models for MLOCR

- **Commingle is very price competitive**
- **A small tracking cost can be absorbed or passed on as a differentiator**
- **This also allow trackable association for Informed Delivery campaigns**

How It Works For All

- Mailers who rely on comminglers for postal processing have a new way to use advanced services like ID and IV
- Comminglers have a new way of differentiation and providing new services based on something other than price

6 Ideas for Adding Value And Profit



#6: **Ballot Tracking**





Dear Voter,

Welcome to our new ballot-tracking system using Intelligent Mail data from the US Postal Service!

Starting the day after the Election Board mails your ballot to you, the "Outbound Ballot Scan Activity" will show where your ballot is in the postal system.

Then, a day after you mail your Ballot Return Envelope to the Election Board, the "Return Ballot Scan Activity" should provide the latest information on your Ballot Return Envelope.

The Election Board also will send you an email to let you know if the ballot arrives and is counted.

Questions? Call our Vote By Mail Department at [312-269-7967](tel:312-269-7967).

CHICAGO BOARD OF ELECTION COMMISSIONERS
69 W WASHINGTON ST STE 600
CHICAGO IL 60602-3007

Election Board

Chicago Board of Election
Commissioners
69 W Washington St
STE 600
Chicago, IL
606023007

Outbound Scan Activity

MailerId	Serial Number	Scan Date	Facility	District	Delivery Date
205851	285685535	2/15/2020 2:00:58 PM	CHICAGO CENT CARRIER ANNEX	CHICAGO	02/18/2020

Return Ballot Scan Activity

MailerId	Serial Number	Scan Date	Facility	District	Delivery Date
205851	285785535	2/22/2020 10:13:07 PM	CAROL STREAM	CENTRAL ILLINOIS	02/24/2020
205851	285785535	2/24/2020 2:17:07 AM	CHICAGO CENT CARRIER ANNEX	CHICAGO	02/24/2020



Why Track Ballots?

- Really? You need to ask this?
- Integrity, accountability, democracy

The MSP Opportunity

- **Smaller election jurisdictions have no built in tracking capacity – they don't do barcodes**
- **You may need to be certified to print ballots, but generally not to mail them**
- **Great opportunity to commingle and track**

6 Ideas for Adding Value And Profit



The Bottom Line



The Bottom Line

- The bottom line IS your bottom line
- Don't think of add-on services as an expense – they should be a profit center
- Share the value up to value chain!
- SnailWorks can help you develop profit strategies based on our most successful customers

Visit us at www.Snailworks.com

Questions?

dlewis@SnailWorks.com

kbartram@SnailWorks.com

shertz@SnailWorks.com

855-697-6245 (My Snail)

Hail the Snail!

