Get More Attendees at Your Events
With Direct Marketing Best Practices

By:

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Presented at:
ACLEA 49th Annual Meeting
August 3-6, 2013
Baltimore, Maryland
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Baltimore, MD

My name is Janet Cook; I started my career with the Postal Service in January 1985 as an Automated Mark-Up Clerk. The unit I was assigned to processed change of address information for the Baltimore District. I held that position for 15 years. In that position I was Acting, Supervisor for more than 10 years.

I decided to move forward and I applied for a position in the Business Mail Entry Unit as a clerk in January 2002. Since that time, I have held the position of Business Mail Entry Technician, Mailing Acceptance Specialist, Supervisor, Business Mail Entry and now Manager of Business Mail Entry. I have been the Manager of Business Mail Entry since March 2008 to present. When I accepted this responsibility the Baltimore District accepted mail in 261 offices. We have since condensed the acceptance of mail to 28 Post Offices.

I visit, train and exchange information with internal and external customers. I work with the Postal Customer Council (PCC) to provide training to the mailers. The PCC and the Postal Service work together to provide an understanding of the mail that is accepted into the Postal Service mail stream. I work with customers so that they understand how to enter their mailings to receive the best discounts for the mail which is released and processed into the Plant. I also work closely with Non-profit mailers to ensure the content of their mailings are meeting the qualification standards set forth in Publication 417- Non-profit Standard Mail Eligibility. I ascertain that both Internal and external customers are following policy and procedures set forth in the Postal Manuals: example Domestic Mail Manual, International Mail Manual and Business Reply acceptance.

I have 34 years’ of experience with the Postal Service and I have had a great career. The Postal Service has seen a lot of changes and during these economic times will see many more. The goal of the Business Mail Entry Unit is to ensure that the customer receives excellent service by working with the mailers to provide a quality product. We want your mail to be delivered in a timely fashion. This can only be accomplished if we work together to produce a product that we can ensure meets postal standards and moves through the mail stream without any complications. We greatly appreciate our business partners. Your success is our success.

Josh Lindblad  
National Business Institute  
Altoona, WI

Josh Lindblad oversees a team of analysts that is responsible for the scheduling and direct mailing efforts of over 2,500 events per year at NBI. He helps to drive the strategy of NBI’s event placement, course mix, and marketing efforts. Prior to joining NBI, Josh held positions in sales and advertising, and holds a bachelor's degree from the University of Wisconsin - La Crosse.
Today’s discussion will touch on the following areas. There is more information in the reference materials than will be able to be covered in the hour presentation. For follow-up questions not addressed during today’s session, do not hesitate to contact Josh Lindblad at josh.lindblad@nbi-sems.com.

- Segmenting Strategies
- Creative Formats
- Testing
- Mailing Plans
- Tracking and Analyzing Mailing Effectiveness
- Forecasting
Segmenting Strategies

- **KNOW YOUR TOPIC**

Understand to whom your topic is geared: if you don’t have this part right, your chances of segmenting and mailing the right people are small. This is possibly the most time consuming part of mailing analysis, which most people don’t spend nearly enough time on. Many make too many assumptions, jump right to “who did we mail last time”. This could mean you’re missing a lot of opportunities as well as possibly perpetuating a failing mailing plan.

Picture yourself in the room the day of a Divorce Litigation seminar: who do you picture sitting in the seats? Who’s a fit, who’s not a fit? Is it a perfect fit for a Divorce attorney? What about General Practice? How about an experienced Family Law practitioner who also practices Estate Planning in a small firm, does this make sense?

Is it advanced? If so, is advanced level appropriate for new and/or young attorneys? Should you exclude them? What about Guardians Ad Litem professionals? Maybe it’s not 100% on target, but perhaps some aspects of the agenda are relevant? Or, picture your audience picking up your “Medicare/Medicaid” publication: who is going to dig right into the newest edition, who is going to take a look and say “this isn’t what I need at all”?

If it’s taking a long time to think about this, it should. The legal professional content needs are very diverse: you cannot segment and mail the right people if you do not understand which “demographics” of this complex market your topic is appropriate for.

- **Customers / Members vs. Prospects**

  - Should you mail just your customer / members, or should you also mail prospects? “Prospecting” can be a very powerful marketing technique, depending on the goals of your organization. If getting new attendees to your events or new buyers of your products is important to your organization then renting mailing lists is definitely something to explore. Similarly do you have enough of the target audience identified in your customer / membership file, to make the program worthwhile? If not this might be another time to consider prospecting to get new members.

  - List rental is usually done on a one-time use basis, where the common approach is you order a list from a list broker, they charge
you a one-time use fee, and then you mail the list one-time. In some cases, you can lease a list for “unlimited” use, which involves a contract with the list owner and typically an upfront annual fee.

- Lists are generally categorized as compiled, membership, or response. Depending on your customer, product or promotion type, one category may work better than the other for your organization.
  - Compiled – a file of a group of people that is put together and “compiled” usually for a specific purpose.
  - Membership – a file of a group of people that belong to a group, often an association.
    There are both paid and unpaid membership files. Use unpaid membership files with caution.
  - Response – a file of a group of people that have purchased something from a particular company.

- Another option is exchanging your member / customer list with another organization. Doing this again depends on the goals, for example privacy practices, of your organization.

  o Demographic Segmentation (for customers and prospects)

    - Basic vs. Advanced level topic: New practitioner vs. More experienced

    - Broad overview vs. Highly Complex Details topic: New practitioner vs. More specialized

    - Primary vs. Secondary audiences - Many topics are 100% on target for certain practice areas or occupations (Primary Audience), but other audiences may benefit as well (Secondary Audience). In the Divorce Litigation example above, Guardians Ad Litem may be a great secondary audience, and perhaps Paralegals as well. You may want to consider mailing these audiences a small amount to try them out.

    - Attorney practice areas

    - Accountants: differentiate between CPA consultant working with Estate Planning cases vs. Accounting Manager working with Tax Compliance issues
- Corporate counsel

- Firm Size – solo, small, medium, large: don’t underestimate the difference this could make

- Geography – is this a seminar where you expect people to drive 50-100 miles to attend? Or is it a two-day conference where you expect people to travel longer distances via car or even air? Is this a publication that is applicable to all states, or just one state? Perhaps it’s only relevant to a particular county of your state? These answers will drive how you segment: if you want to mail 50-100 miles out from your event, then you should just mail those zip-codes or “SCF’s” (1st three digits of a zip-code) that are within that radius. For a nationally relevant publication, perhaps select a sample of zip-codes from each state, or all if your budget allows for it. There are books that will break down each state by zip-code or SCF.

- Others (discussion)

  - Psychographic Segmentation (for customers or prospects)
    - Compliance deadlines
    - Price sensitivity
    - Economic status
    - Others (discussion)

  - Purchase History Segmentation (for customers)
    
    One of the most basic and successful segmenting techniques for purchasing history is based on the Recency, Frequency, and/or Monetary factors related to customer purchasing behavior; this is commonly referred to as “RFM” segmenting.

    - **Recency** – how recently someone has purchased a product / attended an event. Often broken down into annual or six month segments, i.e. “0-12 month buyers”, 13 – 24 month buyers”, etc. This idea is that the more recent someone has bought, the more likely they are to buy again, compared to a less recent buyer.
- **Frequency** – how frequent your customer attends your events, buys your publications, etc. The idea is that the more often they attend / buy, the more likely they are to attend again, when compared to someone who’s only attended one event.

- **Monetary** – how much money a customer has spent with you over a specified time period. This is particularly valuable for organizations which have products, events, etc. with a wide range of prices. For example, how would you compare a frequent 5 time buyer of a $39 book to a one time buyer of a $299 seminar? They certainly get more points for “frequency”, but less overall points for “monetary”.

  - Equally important are the format and content of the product, in other words, what have they bought.

- **Product Format** – Do you have a variety of formats, such as one-day hotel seminars, three-day conferences, one-hour webinars, bound course books, pdf course books, and publications? If so, then segmenting by these categories of product format purchases may make sense. You can certainly mail all of the segments, but then watch how each performs, you will probably see differences. Another option is to only mail those that have purchased that exact format for the one you are now mailing.

- **Product Content** – Do you have a variety of topical areas, i.e. “Litigation”, “Estate Planning”, “Business Law”, “Tax”, etc. Again, if so then segmenting by these categories of product content purchases may make sense. Similarly you can match exact purchases to exact upcoming mailings, you can match and mail “like” purchases, etc.

- Others (discussion)
Advanced Segmentation

There are tons of additional ways to segment, many of which are more complicated. I would recommend getting your feet wet with the more basic techniques. You will likely have much success with these. However, you may want to experiment with others, here are a few examples:

- **Multiple variable segmenting** – this is crossing or nesting a few variables together. For example, you could cross practice area and product content together into one segment, i.e. for an upcoming Litigation mailing, you put practitioners of Litigation who have only purchased Litigation topics into one segment, while putting practitioners of Litigation, who have purchased ANY topic into a different segment.

- **Predictive modeling** - looks at many more variables than the basic segmentation mentioned above. Variables are fed into a statistical engine which then outputs which variables are most important and scores the customers. If done correctly, this can be a very powerful tool, however, it is highly complex and requires moderate level of statistical know-how.

- Others (discussion)
Exercise: Create a “Who & Where to Mail” Segmentation Plan

Example Topic: “Divorce Litigation”

Level of course: _________________________

Complexity of course: ____________________

General Target Audience: (who do you picture sitting in the hotel room, buying the publication, etc.?)

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Psychographic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attorney Practices areas:</td>
<td>Compliance deadlines:</td>
</tr>
<tr>
<td>Firm Size:</td>
<td>Others:</td>
</tr>
<tr>
<td>Age:</td>
<td></td>
</tr>
<tr>
<td>Other Business Professionals:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purchasing History (customers / members only)</th>
<th>Geography</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recency:</td>
<td>States:</td>
</tr>
<tr>
<td>Frequency:</td>
<td>Counties:</td>
</tr>
<tr>
<td>Monetary:</td>
<td>SCF’s:</td>
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<tr>
<td>Product Format:</td>
<td>Zipcodes:</td>
</tr>
<tr>
<td>Product Content:</td>
<td>Others:</td>
</tr>
<tr>
<td>Others:</td>
<td></td>
</tr>
</tbody>
</table>

Customers / Members: ☐ yes ☐ no
Prospects: ☐ yes ☐ no
Now that you have identified your target audience segments, all you need to do is put the segments together in a meaningful way. How you do this will depend on how you want to measure your campaigns, as well as the abilities of your tracking systems to manage complexity. We will talk more about this in the tracking section.

Creative Format Options

The options for what to mail for direct marketing purposes are limitless. Direct Mail formats are generally broken into two categories: self-mailers and packages.

- **Self-Mailers.** These are pieces that mail without an envelope. Common examples are postcards, flyers, brochures, booklets and catalogs. They come in all shapes and sizes, paper styles, etc. The address label goes on one of the outside panels / pages of the mail piece.

- **Packages.** The key here is one or more pieces of things go inside something, such as an envelope. A common package includes a letter and brochure inside an envelope, which is for many a highly effective, yet simple piece. Packages can get very elaborate, with all sorts of things being placed in fun, catchy containers such as “pyramid boxes” and then mailed.

- **Self Mailer vs. Packages?** You’ve heard it before, you’ll hear it again now – it depends on what works for you and your organization’s goals, therefore you need to try different things. That said following are some considerations:
  - What are you promoting? Are you promoting a product, service, or your company? Is your purpose to generate awareness of an upcoming event or book, or is it to give them enough information to make a decision right then and there on registering / buying it?

  - A single product such as a seminar or book is a perfect candidate for a self-mailer, assuming the price of the product (and subsequent orders) is high enough to cover the costs of the brochure and mailing. Brochures are the most common for CLE providers. This is not without a basis – they are highly effective, yet cost effective pieces for seminars specifically. Compared to a postcard for example, you will pay the same amount for postage for a typical 3 panel brochure, yet you are able to get tons more information on it. A postcard will be a little cheaper to produce then a brochure. You need to weigh this against being able to get so much more information on the brochure. Again, what are your goals?
o For multiple products or a company branding piece, a self-mailing catalog may be the answer, and possibly a package. Both have a lot more space and layout options than a brochure and give you more flexibility.

o How much do you want the promotion personalized? Packages such as those with letters, or customized “pens” as an example lend themselves well to this. However, it is also quite easy to personalize self-mailers these days through variable printing. So much of this is driven by what product(s) you are promoting, but another consideration is the capabilities of the printer you are working with.

o What is your budget? A self-maler is cheaper to produce and mail than a package.

Testing. One of the beauties of direct mail marketing is that it is measurable. Its measurability makes it highly suited for testing. There are several ways to perform relatively simple types of tests. There are advanced testing techniques as well, such as multivariate testing, but we will not cover those today.

- **Inferential testing.** This is the type of testing where you make a change to something, mail it, and then observe (and infer) whether or not your change made a difference. For example if you have a green brochure that you use regularly to promote your seminars and want to change the color to orange, you would just change the color, mail it and then watch the results come in, compared to the results of previous mailings of your green brochure.

- **Market testing.** This is a type of inferential testing, but a little more sophisticated. Using the brochure color example, some of your events would get mailed the “control” green brochure, and some events would get mailed the new “test” orange brochure.

- **Split / Experimental testing.** This is one of the most reliable types of testing, that you can have the most confidence in. Using the brochure color example, you would take several events and split the mailing lists for each of the events in half. So, for each event, half the mailings would get the “control” green brochure, the other half of the people for each event would get the “test” orange brochure. To design a test you need to consider sample size for both your events and mailings, the confidence you want in the results, and the level of variation you are willing to accept when the results come in. There are many books and articles on this, for example, *The Complete Guide to Direct Marketing* (Chet Meisner, copyright 2006) if you would like to learn more on this type of testing.
There are pros and cons to these testing options. Inferential is the easiest and quickest to implement, but the least reliable. Split testing is more involved, takes more time. However you can have much more confidence in the results. At NBI we do all three types of testing, it depends on what we are testing and the level of risk that test represents for us. For example changes to our brochures for seminars we will usually split test, as we are hesitant to risk in this area. On the other hand if we are trying a new mailer for in-house seminar services, we may just put it in the mail and infer how it does compared to the regular mailer.

Mailing Plans

- **Mailing Quantities.** How much you mail for your promotion depends on the goals of the campaign as well as how much of a budget you have. You probably have a history with the upcoming mailing, so you may have the quantity from that as a starting point. In the Forecasting section exercise to follow this, I will let you determine how much you should mail. We will practice determining how much to mail.

- **Mailing Drops and Schedules.** Sometimes it may make sense to mail your promotion more than once for an upcoming event or publication. In the case of promoting an upcoming event, start with the question of how far out you want to mail the first “brochure”. For most CLE providers this will probably be sometime between 10 – 14 weeks out from the seminar date. This by the way is a great thing to test – ‘when is the best time to mail the first (or only) brochure’. The typical range for CLE providers is 1 – 2 drops. As an example, if you mail your first brochure at 12 weeks from the seminar, an option would be to mail another mailing 4 weeks later, 8 weeks from the seminar.

  Often a second drop would be appropriate for your best customers / members. If you recall the previous section on segmenting, how you define this is up to you. Perhaps it’s the customers who have attended most recently, e.g. in the last year. Or maybe it’s those that have attended the most often, or spent the most money, i.e. from the “RFM” segmenting technique. If you are prospecting, an idea would be to re-mail a section of your primary audience again. If you remember the Divorce Litigation event example, divorce practitioners are the most likely to attend, compared to General Practice, so maybe re-mail a portion of them. Is this event particularly suited to new attorneys? If so, re-mail new / young attorneys a second time.
Another technique is to leave it open-ended, and decide close to the time of the second drop, based on who is responding to the first mailing, i.e. the re-mail would be based on the demographics or purchasing segmentation characteristics of who has already signed up from the first mailing. The idea is to spend your mailing promotion dollars on people most likely to respond.

Tracking and Analyzing your Mailing Effectiveness

The cost to produce and mail a promotion is very expensive. In many cases, it is the highest expense for your organization’s CLE programs. At the minimum it is critical to understand whether or not your promotions are paying for themselves; and ideally which ones are working, which ones are not, so you can do more of the ones that are working and eliminate those that are not. There are so many possibilities of what could be working, and what could not be working – from the mail piece itself, the timing of the mailing, where you mailed, and who you mailed – and all interactions between these.

There are several ways to track, depending on what you want to track. As you increase the number of things you want to track, you will increase the complexity of the code(s) needed.

You need to start with the question of “what do you want to track?”

- What you mailed, i.e. the Mail Piece.
- Who you mailed, i.e. the List and/or the Person.
- Where you mailed, i.e. the Geo.
- When you mailed, i.e. the Drop.

If you just want to track the mail piece, the most common tracking method is to put a code on the brochure, e.g. “BR”, and then ask for it on the mail-in form, when they call in, or register on your website. If you have two mailing drops and want to track that as well, simply make two codes and put them on the appropriate piece, i.e. “BR1” and “BR2”.

**TIP** For just tracking a mail piece, another way that is often overlooked is to create a special toll free phone number and use that on the promotion. When you get calls on that phone number, you will know what promotion it is from. This technique is more suited to a one-time special promotion, rather than an ongoing promotion, but is nice because it removes the burden from the customer having to tell you anything and doesn’t require sophisticated tracking systems.
When you get to the level of tracking who you mailed, it gets a little more complicated. Organizations do it differently, and a big driver of what approach will work depends on what kind of mail piece you have, and how many product(s) it is promoting, and whether or not you want to tie the tracking to the product(s). For example Retailers mailing big catalogs with thousands of products will often build tracking codes into their product numbers. This may make sense for CLE Publisher catalogs.

If the goal of your promotion is to send the recipient to your website, a marketing and tracking technique using “PURL’s” can be used, where PURL stands for “personalized url”. This is a website landing page you set up that is customized for the people from your promotion, and you put this PURL right on the brochure. They would then type it in to google or wherever. It’s great because you know where they are coming from (kind of like the customized toll-free phone number), and you can customize what you say to them on the website. And using your website analytic tool, you have built in tracking.

For seminars, many CLE organizations mail a brochure as their primary promotion. This tracking is largely dependent on the segmentation set up on the front end.

**Setting up Segmentation Tracking**

Recall the Target Audience segmentation exercise earlier. Now you need to put the segments together in a meaningful way. How you do this will depend on how you want to measure your campaigns, as well as the abilities of your tracking systems to manage complexity. We’ll keep this one fairly simple and start with the same Target Audience for an upcoming Divorce Law seminar in Baltimore:

- **Attorney Practices Areas:** Divorce Law, Family Law, General Practice
- **Firm Size:** all
- **Age:** all
- **Non-attorneys:** Guardians ad Litem
- **Geography:** all zipcodes in state of Maryland
- **Purchasing history:** all customers who have attended or bought something in the last 3 years
- **Prospecting:** Subscribers to the magazine / website of *The National Law Journal*
### Segment Tracking Codes

<table>
<thead>
<tr>
<th></th>
<th>0-12 month</th>
<th>13-24 month</th>
<th>25-36 month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Divorce Law</td>
<td>BRDL12</td>
<td>BRDL24</td>
<td>BRDL36</td>
</tr>
<tr>
<td>Family Law</td>
<td>BRFL12</td>
<td>BRFL24</td>
<td>BRFL36</td>
</tr>
<tr>
<td>General Practice</td>
<td>BRGP12</td>
<td>BRGP24</td>
<td>BRGP36</td>
</tr>
<tr>
<td>Guardians ad Litem</td>
<td>BRGRD12</td>
<td>BRGRD24</td>
<td>BRGRD36</td>
</tr>
<tr>
<td>Law Journal subscribers</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Now you have 13 tracking codes to either print on the brochure or build in to the mail processing data and inkjet on the brochure. In either case, the usual place to put these is in the mailing label area of the brochure, often highlighting them in some way. Many use the term “VIP Code” to indicate the code and then just ask for that on the phone or website. So in the case of 13-24 month Family Law customer, on the mailing label, it would say - **VIP code: BRFL24**.

### Performance Analysis

In order to analyze these segments, you need to know how many you mailed from each of them, and how many orders you got from each one. This is easily kept track of in Excel, but can be built into any system.

At this point it’s important to know what metrics you want to use to measure the segmentation success. Common ones include:

- Response Rate
- Marketing Margin
- % Marketing Margin

**TIP** Note that “attendees” alone is not a recommended metric for a mailing analysis, as this doesn’t account for the number and/or cost of brochures mailed, i.e. some segments probably got more brochures mailed, so that has to be taken into account.

A simple tracking system for this segmentation might look something like the following example.

For the sake of this example, we will assume the revenue for one order is $200, while the cost per brochure is 25 cents.
## Segment Tracking Metrics

<table>
<thead>
<tr>
<th>Segment Code</th>
<th>Brochures Mailed</th>
<th># Orders / Attendees</th>
<th>Response Rate</th>
<th>Marketing Margin</th>
<th>% Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRDL12</td>
<td>500</td>
<td>15</td>
<td>3.0%</td>
<td>$2,875</td>
<td>37%</td>
</tr>
<tr>
<td>BRDL36</td>
<td>1,500</td>
<td>12</td>
<td>0.8%</td>
<td>$2,025</td>
<td>26%</td>
</tr>
<tr>
<td>BRGP12</td>
<td>1,500</td>
<td>7</td>
<td>0.5%</td>
<td>$1,025</td>
<td>13%</td>
</tr>
<tr>
<td>BRFL36</td>
<td>500</td>
<td>5</td>
<td>1.0%</td>
<td>$875</td>
<td>11%</td>
</tr>
<tr>
<td>BRLAW</td>
<td>1,200</td>
<td>4</td>
<td>0.3%</td>
<td>$500</td>
<td>6%</td>
</tr>
<tr>
<td>BRDL24</td>
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<td>2</td>
<td>0.4%</td>
<td>$275</td>
<td>4%</td>
</tr>
<tr>
<td>BRFL24</td>
<td>500</td>
<td>2</td>
<td>0.4%</td>
<td>$275</td>
<td>4%</td>
</tr>
<tr>
<td>BRGP24</td>
<td>500</td>
<td>2</td>
<td>0.4%</td>
<td>$275</td>
<td>4%</td>
</tr>
<tr>
<td>BRGRD12</td>
<td>500</td>
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<td>0.4%</td>
<td>$275</td>
<td>4%</td>
</tr>
<tr>
<td>BRFL12</td>
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<td>0</td>
<td>0.0%</td>
<td>-$125</td>
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</tr>
<tr>
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<td>0.0%</td>
<td>-$125</td>
<td>-2%</td>
</tr>
<tr>
<td>BRGRD36</td>
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<td>BRGRD24</td>
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<td>-$325</td>
<td>-4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10,000</strong></td>
<td><strong>51</strong></td>
<td><strong>0.5%</strong></td>
<td><strong>$7,700</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Now the performance analysis is pretty straightforward! This is sorted in descending order of % Margin, so you can get a quick snapshot of segment contribution.

**TIP** Of note are a few of the top margin segments, whose response rates are not the highest relatively speaking. For example, segment BRFL36 has a 1% response rate, quite a bit higher than the two segments above it. Because its mailing quantity is small however, it contributes far less money to the event. This is why it is very important to take the sales and costs into account for your mailing analysis, not just the response rate.
Forecasting

The main difference between performance analysis and performance forecasting is that the first tells you how something did, whereas the latter tells you how you think something will do before you’ve done it. Predicting how a campaign will do is often outside the comfort zone of many mailers. The thing to remember is not to get hung up on needing to hit the exact numbers you are forecasting. The point of it is to put some stakes in the ground, up front, saying “this is how much I’m going to mail”, “to whom” and “what I’d generally expect from these mailings, based on past performance and a little instinct”.

There are numerous possible metrics to use for forecasting, with three identified above in the Tracking section.

Now we will go through three example forecasting models. They all have the same metrics. The difference is the driver of your forecast:

- Mailing Expense Budget
- Response Rate
- Attendees / Orders

Where your starting point is – Budget, Response Rate, Attendees / Orders - is largely a function of your organization’s requirements and goals, and/or your preferred forecasting metric.

The important thing to note is as you change your driver, your prediction of what will happen will change. At the end of the day, this is where you can step back and say: “so if I did this, this is what could likely happen”.

**TIP** For Budget driven organizations, this might be a place where you could make a recommendation to spend a little bit more on your mailing, because you can justify through your prediction that you will get a good return on the extra expense.

Assumptions: $0.30 / brochure expense and $200 revenue / order
<table>
<thead>
<tr>
<th>Model #1 : BUDGET</th>
<th>&quot;What If&quot; : BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochures to Mail</td>
<td>3,333</td>
</tr>
<tr>
<td>Brochure Expense</td>
<td>$1,000</td>
</tr>
<tr>
<td>&quot;Budget&quot;</td>
<td></td>
</tr>
<tr>
<td>Response Rate</td>
<td>1.00%</td>
</tr>
<tr>
<td>Orders / Attendees</td>
<td>33</td>
</tr>
<tr>
<td>Sales</td>
<td>$6,667</td>
</tr>
<tr>
<td>Marketing Margin</td>
<td>$5,667</td>
</tr>
<tr>
<td>Brochures to Mail</td>
<td>6,667</td>
</tr>
<tr>
<td>Brochure Expense</td>
<td>$2,000</td>
</tr>
<tr>
<td>&quot;Budget&quot;</td>
<td></td>
</tr>
<tr>
<td>Response Rate</td>
<td>1.00%</td>
</tr>
<tr>
<td>Orders / Attendees</td>
<td>67</td>
</tr>
<tr>
<td>Sales</td>
<td>$13,333</td>
</tr>
<tr>
<td>Marketing Margin</td>
<td>$11,333</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Model #2 : RESPONSE RATE</th>
<th>&quot;What If&quot; : RESPONSE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochures to Mail</td>
<td>5,000</td>
</tr>
<tr>
<td>Brochure Expense</td>
<td>$1,500</td>
</tr>
<tr>
<td>&quot;Budget&quot;</td>
<td></td>
</tr>
<tr>
<td>Response Rate</td>
<td>1.00%</td>
</tr>
<tr>
<td>Orders / Attendees</td>
<td>50</td>
</tr>
<tr>
<td>Sales</td>
<td>$10,000</td>
</tr>
<tr>
<td>Marketing Margin</td>
<td>$8,500</td>
</tr>
<tr>
<td>Brochures to Mail</td>
<td>10,000</td>
</tr>
<tr>
<td>Brochure Expense</td>
<td>$3,000</td>
</tr>
<tr>
<td>&quot;Budget&quot;</td>
<td></td>
</tr>
<tr>
<td>Response Rate</td>
<td>0.75%</td>
</tr>
<tr>
<td>Orders / Attendees</td>
<td>75</td>
</tr>
<tr>
<td>Sales</td>
<td>$15,000</td>
</tr>
<tr>
<td>Marketing Margin</td>
<td>$12,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Model #3 : ATTENDEES / ORDERS</th>
<th>&quot;What If&quot; : ATTENDEES / ORDERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochures to Mail</td>
<td>5,000</td>
</tr>
<tr>
<td>Brochure Expense</td>
<td>$1,500</td>
</tr>
<tr>
<td>&quot;Budget&quot;</td>
<td></td>
</tr>
<tr>
<td>Response Rate</td>
<td>1.00%</td>
</tr>
<tr>
<td>Orders / Attendees</td>
<td>50</td>
</tr>
<tr>
<td>Sales</td>
<td>$10,000</td>
</tr>
<tr>
<td>Marketing Margin</td>
<td>$8,500</td>
</tr>
<tr>
<td>Brochures to Mail</td>
<td>10,000</td>
</tr>
<tr>
<td>Brochure Expense</td>
<td>$3,000</td>
</tr>
<tr>
<td>&quot;Budget&quot;</td>
<td></td>
</tr>
<tr>
<td>Response Rate</td>
<td>0.75%</td>
</tr>
<tr>
<td>Orders / Attendees</td>
<td>75</td>
</tr>
<tr>
<td>Sales</td>
<td>$15,000</td>
</tr>
<tr>
<td>Marketing Margin</td>
<td>$12,000</td>
</tr>
</tbody>
</table>
### Forecasting Exercise: Divorce Litigation in Baltimore, MD

#### Model #1 - BUDGET driven

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochures to Mail</td>
<td></td>
</tr>
<tr>
<td>Brochure Expense &quot;Budget&quot;</td>
<td></td>
</tr>
<tr>
<td>Response Rate</td>
<td></td>
</tr>
<tr>
<td>Orders / Attendees</td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td></td>
</tr>
<tr>
<td>Marketing Margin</td>
<td></td>
</tr>
</tbody>
</table>

#### Model #2 - RESPONSE RATE driven

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochures to Mail</td>
<td></td>
</tr>
<tr>
<td>Brochure Expense &quot;Budget&quot;</td>
<td></td>
</tr>
<tr>
<td>Response Rate</td>
<td></td>
</tr>
<tr>
<td>Orders / Attendees</td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td></td>
</tr>
<tr>
<td>Marketing Margin</td>
<td></td>
</tr>
</tbody>
</table>

#### Model #3 - ATTENDEES / ORDERS driven

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochures to Mail</td>
<td></td>
</tr>
<tr>
<td>Brochure Expense &quot;Budget&quot;</td>
<td></td>
</tr>
<tr>
<td>Response Rate</td>
<td></td>
</tr>
<tr>
<td>Orders / Attendees</td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td></td>
</tr>
<tr>
<td>Marketing Margin</td>
<td></td>
</tr>
</tbody>
</table>
BUSINESS MAIL 101

Basics of Discounted Mail

Getting Started

Agenda
- Discounted mail prices and classes of mail
- How to qualify for discounted mail prices
- Resources to help you prepare your mail
- How to design a mailpiece
- How to obtain an address list
- Choosing the best postage payment method
## Types of Mail

### First-Class Mail®
- Maximum of 13 ounces
- Bill or credit card
- Handwritten letter (max. 3.5 oz.)
- Invoice or statement of account
- Personal correspondence
- Presorted and automation rates available
- Estimated delivery 1-3 days

### Standard Mail™
- Advertisement
- Catalogs or newsletters
- Circulars or flyers
- Small parcels
- Nonprofit rates available
- Presorted and automation rates available
- Estimated delivery 3 to 10 days
- Less than 16 ounces
What is Discounted Mail?

- Larger quantities of mail prepared for mailing at reduced prices of postage
- Primarily consists of First-Class Mail® and Standard Mail™ but is available for other classes of mail

*Note: US Postal Service® uses “Discounted” and “Presorted” interchangeably.

Is Discounted Mail Right For You?

Discounted (Presorted) mail prices

- Less than full single piece prices
  - Offered to mailers who presort their mail
  - Or perform work normally done by U.S. Postal Service®

This is called “worksharing”

Bottom line – YOU SAVE MONEY!
### Advantages of Discounted Mail

- “Discounted Mail” prices are significantly lower than single-piece
- Can accommodate a variety of business needs
- The more you send the more you save

### How To Mail At Discounted Rates

- Obtain mailing permit
- Pay annual mailing fee
- Pay postage with precanceled stamps, meter, or permit imprint
- Consider size, shape, and weight
- Ensure accurate addresses
- Presort mailpieces (sort by ZIP Code™)
- Mail at Post Office where you hold permit
**Mailing Permit**

- Authorization to use a certain postage payment method for bulk and discounted mailings
- No application fee to mail with precanceled stamps or meter
- $200.00 *application* fee for permit imprint
- $200.00 annual presort mailing fee

**Mailing Permit Tips**

- Remember, a permit is “permission to mail” at discounted prices
- Must send a discounted mailing at least once every 24 months
- Each Permit Imprint mailing must have a min. of 50 lbs. or 200 pieces
## Minimum Quantities for a Discounted Mailing

- 500 pieces for First-Class Mail®
- 200 pieces (or 50 pounds of mail) for Standard Mail™
- 50 pieces for Parcel Post®
- 300 pieces for Presorted or Carrier Route Bound Printed Matter
- 300 pieces for Presorted Library Mail
- 300 pieces for Presorted Media Mail

## Annual Mailing Fee

- $200 paid via cash or check at the Post Office
- $200 paid via check only at BMEU
- **Centralized Account Payment System (CAPS)**-electronic transfer of funds
- No special form to fill out
- Provides permission to mail a certain class of mail from a certain postal facility for 365 days
Annual Mailing Fee

- Must pay an annual mailing fee at every post office where you intend to mail
- Pay when you bring in first mailing
- Fee good for 365 days

Methods of Postage Payment

Precanceled Stamps

- Special stamps available in specific denominations for Presorted First-Class Mail® and Standard Mail™

*Note: only one (1) pre-canceled stamp may be affixed to each mailpiece.
Methods of Postage Payment

**Precanceled Stamps**

*Available in four denominations:*

- 25¢ for Presorted First-Class Mail®
- 15¢ for Presorted First-Class Cards
- 10¢ for Regular Standard Mail™
- 5¢ for Nonprofit Standard Mail

Methods of Postage Payment

**Postage Meter**

- Prints postage directly on mailpiece (or meter tape)
- Meter size varies by need
### Authorized Meter Providers

<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEOPOST INC</td>
<td>478 WHEELERS FARMS RD</td>
<td>800-624-7892</td>
<td><a href="http://www.neopostinc.com">www.neopostinc.com</a></td>
</tr>
<tr>
<td>PITNEY BOWES INC</td>
<td>1 ELMCROFT RD</td>
<td>800-322-8000</td>
<td><a href="http://www.pitneybowes.com">www.pitneybowes.com</a></td>
</tr>
<tr>
<td>DATA-PAC MAILING SYSTEMS CORP</td>
<td>1217 BAY RD</td>
<td>800-355-1755</td>
<td><a href="http://www.data-pac.com">www.data-pac.com</a></td>
</tr>
<tr>
<td>FRANCOTYP-POSTALIA INC</td>
<td>140 N MITCHELL CT STE 200</td>
<td>800-341-6052</td>
<td><a href="http://www.fpusa.net">www.fpusa.net</a></td>
</tr>
<tr>
<td>HASLER INC</td>
<td>478 WHEELERS FARMS RD</td>
<td>800-995-2035</td>
<td><a href="http://www.haslerinc.com">www.haslerinc.com</a></td>
</tr>
</tbody>
</table>

### Methods of Postage Payment

#### Permit Imprint
- Most popular and convenient way to pay postage
- Postage information printed in upper right corner of mailpiece
- Postage block = "indicia"
Methods of Postage Payment

**Permit Imprint**
- Set up postage account at Post Office
- Postage deducted from account
- All mailpieces must be same weight

---

**Permit Imprint**
- Simple and convenient
- May use rubber stamp to imprint
- No need to buy postage in advance
Mailpiece Characteristics

Size and Shape

- The Postal Service separates mail into four shape categories:
  - cards
  - letters
  - large envelopes and "flats"
  - parcels
- Different rates and preparation standards depending on the shape
- Questions directed to Business Mail Entry staff or a Mailpiece Design Analyst (MDA)

Classification

Physical Standards for Cards

<table>
<thead>
<tr>
<th>Card Dimensions</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>5 inches</td>
<td>6 inches</td>
</tr>
<tr>
<td>Height</td>
<td>3-1/2 inches</td>
<td>4-1/4 inches</td>
</tr>
<tr>
<td>Thickness</td>
<td>0.007 inch</td>
<td>0.016 inch</td>
</tr>
</tbody>
</table>
**Physical Standards for Letters**

**Letter Dimensions**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>5 inches</td>
<td>11-1/2 inches</td>
</tr>
<tr>
<td>Height</td>
<td>3-1/2 inches</td>
<td>6-1/8 inches</td>
</tr>
<tr>
<td>Thickness</td>
<td>0.007 inch</td>
<td>1/4 inch</td>
</tr>
</tbody>
</table>

**Physical Standards For Flats**

**Flat Dimensions**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Minimum*</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>11-1/2 inches</td>
<td>15 inches</td>
</tr>
<tr>
<td>Height</td>
<td>6-1/8 inches</td>
<td>12 inches</td>
</tr>
<tr>
<td>Thickness</td>
<td>1/4 inch</td>
<td>3/4 inch</td>
</tr>
</tbody>
</table>

* Flats exceed at least one of these dimensions

- All flats must be flexible, uniformly thick, and rectangular in shape
Physical Standards For Flats

For flats, length is the longest dimension

2” minimum flexibility required

Flex Test, Flats 10” or longer that contain a rigid insert perpendicular to surface

Physical Standards For Flats

For flats, length is the longest dimension

1” minimum flexibility required

Flex Test, Length runs parallel to surface
**Physical Standards For Flats**

For flats, length is the longest dimension

Flex Test, Flats less than 10" that contain a rigid insert; perpendicular to surface

---

**Additional Standards for Automation Flats**

<table>
<thead>
<tr>
<th></th>
<th>Minimum /Maximum Thickness</th>
<th>Minimum / Maximum Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Class</td>
<td>1/4 inch/ 3/4 inch</td>
<td>13 Ounces</td>
</tr>
<tr>
<td>Standard</td>
<td>1/4 inch/ 3/4 inch</td>
<td>Up to 16 Ounces</td>
</tr>
<tr>
<td>Periodicals, Bound</td>
<td>1/4 inch/ 3/4 inch</td>
<td>20 Ounces</td>
</tr>
<tr>
<td>Printed Matter</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Physical Standards for Machinable Parcels

Machinable Parcels: Minimum weight: 6 ounces (3.5 ounces for small lightweight parcels)
Maximum weight: 25 pounds (35 pounds for Parcel Select and Parcel Return Service, except books and other printed matter which cannot exceed 25 lbs.)

Physical Standards For Irregular Parcels

- Rolls & tubes
- Unwrapped, paper-wrapped, or sleeve-wrapped
- Articles enclosed in envelopes
Physical Standards: Outside Parcels

Exceeds any of the maximum dimensions for machinable parcels:
- cartons containing more than 24 oz. of liquids in one or more glass containers
- cartons containing 1 gallon or more of liquid in metal or plastic containers

Categories of Mail
- Machinable
- Nonmachinable
- Automation
## Mailpiece Characteristics

### Barcodes
- Series of long and short bars that represent numbers
- Represent ZIP Code™, ZIP+4®, and delivery addresses
- Intelligent Mail® Barcode

### Automation Priced Mail
- 100% barcoded and prepared for high-speed mail processing
- Prices available for letters, cards, flats (large envelopes), and parcels
Address Accuracy

- Obtain address list
- Check the addresses for accuracy

Keys to a successful mailing

- Know your audience
- Get your message delivered
- Use a great mailing list
Address Accuracy

Address Lists

- USPS® does not sell address lists
- USPS has products and services that help mailers check, standardize their addresses, and keep their lists up-to-date

Address Lists

- You can buy or rent a mailing list
  - Yellow Pages under "lists“, "mailing lists“ or “mailing services”
  - On-line search for list providers in your area
Why bother checking the accuracy of your address list?

- 17% of Americans move annually
- 43 Million people move yearly
- 1 out of every 6 families move yearly
- Address lists bought/rented must be checked to ensure they are correct

For Presorted Standard Mail™ and First-Class Mail® rates, ZIP Codes™ MUST be checked for accuracy within the last 12 months

When you complete and sign a postage statement you certify your mailing qualifies for the rates claimed
Address Quality Choices

- Use www.usps.com to check the ZIP Codes™
- Process your address list through CASS-certified software
  - CASS improves the accuracy of carrier route, five-digitZIP®, ZIP + 4®, and delivery point codes that appear on mailpieces
- Address List Correction Service

Address Quality Choices

- NCOALink
  - Updates addresses with change-of-address information filed with the Post Office
### Address Accuracy

**Address Quality Choices**

- Move Update required for all presorted First-Class mailings
- Within 95 days of the date of mailing
- NCOALink includes Move Update

### Mail Preparation

**Prepping Your Mail**

- Supplies
- Presorting your letter mail
- Prepare containers (trays/sacks)
- Prepare postage statement
- Drop off your business mail
Mail Preparation

Supplies
The Postal Service supplies the following items for free:
- Trays
- Tray "sleeves" or lids
- Bundle labels
- Container labels
- Labeling lists – online DMM
- Quick Service Guides -- online
- Postage statement – online

*Note: Strapping material is required but not provided by USPS

Presorting Your Letter Mail
- Grouping by ZIP Code™
- For assistance, contact presort bureau and/or letter shop
Mail Preparation

Containers of Letter Mail
- Trays must be sleeved and strapped
- Affix correct label to each tray
- Secure each tray with a single strap around its length

Postage Statement
- Documents the number of pieces in your mailing and the postage you're paying
- Includes spaces for your company name and permit number
- All unshaded sections must be completed by mailer
Mail Preparation

Where to Drop Your Business Mail

Local Post Office
https://tools.usps.com/go/POLocatorAction.action

Business Mail Entry Unit (BMEU)

- Locate a BMEU
  https://ribbs.usps.gov/locators/find-bme.cfm

*Note: You MUST NOT give presorted or permit imprint mail to a letter carrier or deposit in a collection box.

Mail Preparation

What to Take to the Post Office

- Signed and dated postage statement(s)
- Supporting documentation
- Check or cash to cover additional postage
- A check for your annual mailing fee

*Note: A meter strip may be affixed to postage statement to pay for the additional postage
### Mail Acceptance

#### What Happens at the Post Office
- Eligibility of contents
- Markings and endorsements
- Sortation
- Postage payment

#### Checklist
- Decide on a class of mail
- Create your mailpiece
- Obtain an address list
- Check the accuracy of your address list
- Address your mail
- Choose a postage payment method
- Obtain a mailing permit
- Pay an annual mailing fee
- Pick up supplies
- Sort your mail
Resources

- Mailpiece Design Analysts (MDAs)
  - ABRM tool is at [https://abrm-prod.usps.com](https://abrm-prod.usps.com)

- Quick Service Guides (QSG)
- Postal Explorer
- MailPro

District Resources

- Mailpiece Design Analysts
- Mailing Requirements Office
- Business Mail Entry Manager
- Mailing Standards Specialist
- Business Mail Entry Analyst
- Supervisor, Business Mail Entry
- Business Mail Entry Technicians
Additional Resources

- www.usps.com
- Domestic Mail Manual, Mailing Standards of the United States Postal Service®
- DMM located at http://pe.usps.com
- RIBBS.USPS.GOV

Questions?
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OVERVIEW

Intelligent Mail® for Small Business Mailers (IMsb) is an online tool which will allow you to produce the Intelligent Mail barcode (IMb) for mailings.

- Maximum mailing size is equal to or less than 5,000 pieces
- Maximum yearly volume is equal to or less than 125,000 pieces per permit.

The IMsb tool currently only supports MAADC prices for letters and AADC for flats.

- 3 and 5 digit pricing is not available when using the tool.

Start Simple

To use the IMsb, no special software or installation is required. Users simply access the application via a Web Browser.

The IMsb Tool has been specifically developed for small business mailers to meet Full-Service requirements.

The IMsb tool helps users generate their address blocks with the unique Intelligent Mail barcodes within the address block.

The IMsb tool is currently designed for First-Class and Standard Mail permit holders. The IMsb tool will generate the address blocks on the following formats:

- Multiple labels
- Multiple envelopes
- 8 ½ x 11 inch letter size paper
- Mail Merge option - allows you to personalize your letters.

Get Connected

Mail is proven to be one of the most profitable marketing methods when used correctly. The IMsb tool helps optimize communication with your target audience.

- When you submit your mailing list via the IMsb Tool, it will automatically compare that mailing list to the USPS Address Matching system, in real-time.
- The Tool will notify you of inaccuracies in your mailing list and give you an opportunity to make adjustments ultimately, saving your business time and money and ensuring that your mail is successfully routed to your customer.
- Users of IMsb are provided with 24x7 access to manage their mailing activities.
Through the use of IMb barcodes, customers gain enhanced visibility into their mailing activities and receive discounts.

**Grow Powerful**

Nothing works better than the Power of Mail for building one-to-one relationships with your customers... or bringing in new ones.

The IMsb Tool is available free-of-charge and will provide the ability to create postage statements with electronic submission to the acceptance units.

## GETTING STARTED

### Prerequisites

Before using the IMsb tool, you need to make sure you have the following prerequisites completed:

1. **Mailing Permit** – Mailer must have a postage permit, and use one of the following: Permit Imprint, Precanceled Stamps, Postage Meter
2. **Business Customer Gateway Account**
3. **Customer Registration ID (CRID) Account**
4. **9-digit Mailer ID (MID) Account**
5. **PostalOne!® Account**

*If assistance is needed on the above 5 prerequisites, please contact your local BMEU for assistance.*

### Log In to IMsb

Once you have the prerequisites described above, log on to the IMsb tool by:

1) Going to usps.com and select the Business Customer Gateway link (located at bottom of page).
2) Access IMsb by clicking the ‘Intelligent Mail Small Business Mailing (IMsb) Tool’ link within the Design & Prepare section.
From the Intelligent Mail for Small Business (IMSB) page, click “Authorization complete. Click to continue.”

Read the terms on the ‘Notice of License’ and then click the “Accept” button to begin!

This is the landing page of the IMsb application. This page provides a brief description of the application, some of its features as well as the prerequisites for using the IMsb application.
STEP 1: CREATE NEW JOB

Select “Create New Job” from the Intelligent Mail for Small Business (IMsb) Tool page.

The first screen to appear after selecting **Create New Job** includes the Mailer Information and Postal Wizard sections. For the Mailer Information section you can select, via dropdown, which Customer Registration ID (CRID) and Mailer ID to be used for this job/mailing.

Upon clicking on Continue:
You will be directed to the Service Type ID Information Page, where you will make selections for the following: (1) Class of Mail; (2) IM Service Type (Full-Service or Basic Service); (3) Extra Service Type; (4) IMB tracing Service Type; (5) Ancillary Service Endorsement type.

The optimal or desired Intelligent Mail Service Type option is **Full-Service**.
- Items mailed under the Full-Service option offer additional benefits – such as reduced prices and automated address correction service – and also must meet additional eligibility requirements.
  - Eligibility requirements for Full-Service include applying a unique Intelligent Mail tray barcode on tray and sack labels (which is supplied by the tool).
Select Continue to be directed to the Mail Piece Information Screen.
The Mail Piece information page lets you describe your specific mailing piece.

1. Select the Processing Category from the Drop Down menu.
2. Select the envelope size closest to the size of your mailpiece.
   a. You will have the option to select a label size if so desired in a different section of the IMsb tool.
3. Enter the weight and thickness of the mailpieces to be mailed.
4. Select the **Mailing Date** on which the mailing/job will be brought to the Postal Service. Mailings prepared by IMsb must be received by USPS within 30 days of creating your labels or envelopes.
5. Enter approximate number of pieces to be mailed.

Click “Continue”.

You will be directed to the **Additional Mailing Options** screen.

1. Select the Move Update Service Method for your mailing from the drop-down.
2. Select the Rate type.
   a. If you are claiming **non-profit** rates, be sure to change the Rate type!
Click “Continue”

The Return address screen provides you with the option to print the return address on your mailpiece. If you already have the return address printed on your piece, you would not populate this section:

Note: The return address option is available to print on the following formats:

- #10 envelope
- 8.5x11 insert

Note: The return address will not print if you select labels.

When finished with this page, select the continue button.

You will arrive at the Review and Confirm Job Section Page.

Note: Only some items can be changed or corrected from this page.
Upon clicking “Accept”, a popup screen will display as shown below.
Click OK to submit your job request.

**STEP 2: UPLOAD ADDRESS FILE**

You must now specify the address list to be used in the mailing.

In order to upload an address list to the IMsb, the file must be in one of the following formats:

- Microsoft® Excel 2010
- Microsoft® Excel 2007
- Microsoft® Excel 2003
- Comma Separated Value (CSV)

For all of these formats, the first row in your file is called a header record. You create the columns that will be in the header record and then determine which fields will show up in the address block of your mailpiece. The following table describes specific field names that the IMsb looks for in the
first row (header record). Not all columns/fields are required. At a minimum your file must contain address, city, and state or address and city-state-zip header fields.

<table>
<thead>
<tr>
<th>Field Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>name</td>
<td>Recipient name, title, etc. or current resident.</td>
</tr>
<tr>
<td>company</td>
<td>Optional: Company name or current resident when choosing “no address correction” from the “Extra Service Type” option.</td>
</tr>
<tr>
<td>urbanization</td>
<td>Optional: Urbanization name used with some Puerto Rico addresses</td>
</tr>
<tr>
<td>address</td>
<td>Street address, PO Box (Example: 123 Main Street)</td>
</tr>
<tr>
<td>sec-address</td>
<td>Secondary address information (e.g. suite number, private mailbox number, etc.).</td>
</tr>
<tr>
<td>city</td>
<td>City name</td>
</tr>
<tr>
<td>state</td>
<td>State name or 2 digit State name abbreviation (preferred)</td>
</tr>
<tr>
<td>zip</td>
<td>Optional: 5 digit ZIP Code™ or 5 digit ZIP Code™ plus ZIP + 4™ extension. If the ZIP + 4™ is provided it should be separated from the 5 digit ZIP Code™ by a dash; e.g. 12345-6789.</td>
</tr>
<tr>
<td>city-state-zip</td>
<td>If the column is combined containing the city name, state name, and ZIP Code™, the city state and ZIP Code™ must be separated by at least one blank. If the ZIP + 4™ is provided it should be separated from the 5 digit ZIP Code™ by a dash; e.g. 12345-6789. The city-state-zip field may be omitted if the last line components are provided in separate city, state and zip fields.</td>
</tr>
</tbody>
</table>
Note:

- Field names are not case sensitive (e.g. name, NAME, Name, nAmE are equivalent).
- There is no required order in which the field must be defined within the file; i.e. the fields can be in any order within the records as long as they are in the same position (within all records) as denoted by the header record.
- The information will be included in the output address block in the following order:

  Name:               Mr. Bill Jones  
  company:            DAISYS FLOWER SERVICE  
  urbanization (PR addresses only) OPTIONAL  
  sec-address:        Third Floor  
  address:            475 LENFANT PLZA SW  
  city, state, zip:   WASHINGTON DC 20260-0912

Your address list will be standardized by the AMS (Address Management System) process and some data that you provided may be corrected and/or combined. For example: suite or apartment numbers provided in the sec-address field will likely be appended to the address field data to provide a complete primary delivery point address.

When the files are in an accepted format (Excel 2010, Excel 2007, Excel 2003, or CSV) follow the steps shown on the IMsb Address File Uploading screen:

Select “Browse” to search for your Address List file on your computer.

Select the desired address list file from the pop-up window and click “Open”.
Click “Continue”

The IMsb tool will display the Address File Viewer on the Address File Uploading screen. The Address File Viewer table displays the pertinent information that IMsb will use to create address blocks for your mailpieces. You are required to confirm that this is the correct file before IMsb processes your addresses through the Address Management System (AMS) software (a system that matches your addresses to approved USPS addresses).
Click “Continue” to confirm this is the correct file.

At this point you will arrive at the Intelligent Mail® barcode MailPiece ID Information screen. All mailpieces produced by IMsb tool will include a unique Intelligent Mail® barcode as part of the address block. Once you produce these unique barcodes, they cannot be used again in a mailing within a 45 day period.

One of the components of the barcode is a 6 digit serial number. If the Intelligent Mail Full-Service option has been selected, every mailpiece must have a unique serial number. Additionally, the serial numbers cannot have been used, with the same Mailer ID, by a different mailing delivered to the USPS® within the last 45 days.

Click Continue to go to Address Processing

**STEP 3: ADDRESS PROCESSING**

AMS will verify that your addresses are valid addresses with the required delivery points. Your addresses will be reformatted to conform to USPS specifications.

Note: The AMS process only verifies that the address is a good delivery address; it does not check that the name/business associated with the address is accurate.
Click “Continue” to start the address correction process.

Note: After you click continues, it may take a few seconds for the IMsb tool to complete the address correction (depending on the size of the mailing). Once the address correction process is complete, you will see the “ADDRESS CORRECTION COMPLETE. CLICK TO CONTINUE”

By clicking the link above, you will be directed to the AMS Processing Summary Page. On this page, you will see data on your addresses. Each address within your address list is allocated one of four statuses by AMS.

- Exact Match- no correction was made by the USPS
- Matched with changes- The USPS added something to the address to make it correct.
- Matched to a building default- means its missing the apartment or suite #.
- Unmatched- Bad address according to USPS files.
At this point, by selecting the “Review” button, you may review the addresses in the matched with changes, matched to building default, unmatched addresses and non-DPV print count sections. During the review process you will have the option to take further actions regarding your address list. You also have the option to bypass the review process by selecting “Continue” if want the tool to accept the results returned.

- If you select any of the review choices, you will be taken to an AMS Default Entry Editor screen where, for each address, you can choose between using the AMS supplied address, the address you originally supplied, or not to have the IMsb tool print the address.
- If you choose to use an original address that does not match, it will be removed from the Delivery Point Validated (DPV) list and added to a non-Delivery Point Address list. The non-Delivery Point Address list will still be available for downloading; however the IMSB tool will modify those addresses STIDs to specify First-Class Mail. The non-DPV mailpieces will be mailed at the full single piece price.
STEP 4: OUTPUT PROCESSING

The next step in the IMsb process is to prepare Intelligent Mail Tray labels, for Full-Service mailings. From the Handling Unit Information screen:

1. You will enter the number and type of Containers (Trays or Sacks) to be used to prepare this mailing.
2. The IMsb tool will populate the Starting Container Label Serial Number for the Job.
3. Click “New Label” for the IMsb tool to generate your Unique Intelligent Mail Tray Barcode (IMtb) Label.

Note: The tray labels must be generated using card stock or a standard business card stock which is perforated at 2 x 3.5” such as an AVERY label 5371.

Optional: Enter the Printer Line information (if applicable) as well as the Mailer’s Area information. Required: Enter the total number of Tray Labels to be generated and click “Create Label”.

![Image of IMsb User Guide page 18 step 4 output processing](image-url)
The Downloads screen shown below allows you to print your addresses on labels, envelopes or inserts. The addresses are provided in a .pdf format file which you can either open in Adobe® Reader or save to your computer.

### Three labels sizes are available:
- Avery 5161 or equivalent to 1” x 4” label.
- Avery 5162 or equivalent to 1.33” x 4” label.
- Avery 5163 or equivalent to 2” x 4” label.

### Envelopes sizes available:
- #6 3/4
- #7
- #10

**Insert option**

**Mail Merge** - allows downloading of file to be used during mail merge option.

---

**Downloads**

The results files produced by IMsb are now available for retrieval. Files that can be retrieved are:

- Address List: Delivery-Point-Validated addresses formatted to be printed on the specified mailing media (labels, envelopes, etc.).
- Address List: Non-Delivery-Point-Validated addresses formatted to be printed on the specified mailing media (labels, envelopes, etc.).
- Address List: The results from the AMS processing of the input address list in csv, xls and xlsx file format.

**AMS Processing Results**

- Processed: 1025
- DPV Print Count: 524
- Non-DPV Print Count: 0
- Not Printable: 35

**Select an output format:** 1-inch Label

**Generate DPV PDF**

**Download Address File**

**Updated Address File:**

**DPV Mail Merge File:**

**Non-DPV Mail Merge File:**
Example of the PDF that will be generated upon choosing 1" Label as your output format.

Example of user selecting Number 6 3/4 Envelope from the output format:
SAVE CORRECTED ADDRESS LISTS:

The IMsb tool allows you to save your corrected address list for future use:

**Downloading of:**

1. **Updated address list** will provide the updated address list to be saved in either a CSV or Excel for future use.

2. **DPV Mail Merge** allows you to merge the address block into a mail merge template.
   - The DPS Mail Merge file includes the unique intelligent mail barcode for each piece to be inserted on your mailpiece as long as the IMb font has been installed from the RIBBs page. ([https://ribbs.usps.gov/onecodesolution/download.cfm](https://ribbs.usps.gov/onecodesolution/download.cfm))
   - The USPSIMB Standard Font should be set at 16pt font.

3. To download the font, go to [https://ribbs.usps.gov/onecodesolution/download.cfm?downloads=Office&selection=5](https://ribbs.usps.gov/onecodesolution/download.cfm?downloads=Office&selection=5)

4. **Non DPV Mail Merge** file allows for printing of bad addresses that can be mailed with a First-Class stamp.
**STEP 5: SUBMIT JOB**

Click the **“Postal Wizard”** button on the bottom of the **Downloads** screen to generate the electronic postage statements for your mailing.

*Very important to select **Postal Wizard** to finish job. Only select “DONE” if submitting multiple jobs!*
The screen below indicates that the IMsb Tool has sent your mailing information to *PostalOne*! Click the link, “Updating Job Status Complete. Click to Continue” on the bottom of the screen to finalize your job.

You are almost finished!
Select the Method of Entry desired (BMEU or Retail).
When selecting Retail Offices, a pop-up message will appear that states: “We are only pilot testing at the Retail office at Fallon NV. If you do not have permit(s) at Fallon NV, please select BMEU. Select OK to continue to the Retail Locations page or Cancel to cancel to your job.

Note: When the Retail Option is fully deployed, you will be able to select the retail location of your choice.

Review your mailing information, and then click the “Submit” button on the bottom of the page to upload your mailing to the PostalOne! system.

Print the printer friendly Electronic Confirmation Acceptance Notice (ECAN) and bring the notice along with your mailing to the site you have selected.
ADDIONAL FUNCTIONS

**Review Jobs** contains a listing of the Jobs that the user has created on IMsb. Contains Job ID, Job Description, CRID, Mailer ID, Mailing Date, Business Name, Address and Contact. Also allows the information from a selected Job to be prepopulated into a new Job.

**My Profile** is a listing of all the CRIDs that the user has identified for inclusion in IMsb. Each of the CRIDs is profiled with the information that was identified in the Business Customer Registration (BCG) System including; addressing information, contact detail and all of the associated Mailer IDs.
Help Link
The “Help” link in the upper right corner provides additional information regarding the six buttons on the left side of the screen.

RESOURCES

1. The RIBBS Website
The USPS provides a number of technical and non-technical guides, informative documents and presentations, and other helpful tools to make it easier for you to take full advantage of the suite of Intelligent Mail barcodes. These valuable resources can be found on the USPS RIBBS website http://ribbs.usps.gov/

Additionally, you can find resources on how to download USPSIMB standard font for Mail Merge option. (16pt font)
2. Guides, Specifications and Manuals

For those new to Intelligent Mail services, there are several guides, specifications and manuals that will get you started and give a broad overview of the fundamentals of the program. Following is a list of primary sources of information.

**Domestic Mail Manual (DMM)**

This is the USPS manual that contains standards governing U.S. domestic mail services, descriptions of the mail classes and special services and conditions governing their uses, and standards for rate eligibility and mail preparation. Domestic mail is classified by size, weight, content, service, and other factors. [http://pe.usps.com/text/dmm300/dmm300_landing.htm](http://pe.usps.com/text/dmm300/dmm300_landing.htm)

**A Resource Map to Intelligent Mail Documents**

This lists all the documents and source materials that you will need to transition to Intelligent Mail services. It provides explanations of each document and information on how to find and print these documents. It is a reference source that will help you as you learn the ins-and-outs of Intelligent Mail services. This document can be found on RIBBS at [http://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/ResourceMapToIntelligentMail.pdf](http://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/ResourceMapToIntelligentMail.pdf)

**A Guide to Intelligent Mail for Letters and Flats**

This guide provides guidance on how to prepare your mail and electronic documentation and identifies the data that will be provided at no additional charge for Full-Service option compliance. In addition, the Guide also describes what will be available in the first release of Intelligent Mail services. A Guide to Intelligent Mail for Letters and Flats can be found on RIBBS at [http://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/GuidetoIntelligentMailLettersandFlats.pdf](http://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/GuidetoIntelligentMailLettersandFlats.pdf)

**User Access to Electronic Mailing Information and Reports Guide**

The purpose of this guide is to provide information regarding Intelligent Mail Full-Service option reports and a walk through of the new Business Customer Gateway webpage, which will be accessible through the USPS.com home page. This guide is available on RIBBS at [https://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/user_access/user_access.htm](https://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/user_access/user_access.htm)

3. Personal Support Resources

In addition to the guides and specifications listed above, you can also get help from USPS Intelligent Mail service experts.

To find your local **Business Mail Entry (BME) Manager**, go to the Business Mail Acceptance page: [https://ribbs.usps.gov/index.cfm?page=bma](https://ribbs.usps.gov/index.cfm?page=bma)

To find your local **Mailpiece Design Analyst (MDA)**, go to: [http://pe.usps.com/mpdesign/mpdefr_mda_lookup.asp](http://pe.usps.com/mpdesign/mpdefr_mda_lookup.asp)
**OneCode Confirm.** Learn about the Intelligent Mail barcode format for OneCode Confirm by reviewing the Confirm Service Featuring OneCode Confirm User Guide (Pub. 197). For more information on the Confirm service, please call the Confirm Customer Help Desk at 800-238-3150, option 1 or visit [https://mailtracking.usps.com](https://mailtracking.usps.com) or visit RIBBS at [https://ribbs.usps.gov/index.cfm?page=intellmailonecode](https://ribbs.usps.gov/index.cfm?page=intellmailonecode)

**OneCode ACS.** Learn how the process works, the features available, and mailer requirements to receive electronic address corrections using the Intelligent Mail barcode. Downloadable OneCode ACS application and fulfillment access forms. For more information on the OneCode ACS, please contact the ACS Department via email at acs@usps.gov or by phone at 877-640-0724 or visit RIBBS at [https://ribbs.usps.gov/acs/documents/tech_guides/](https://ribbs.usps.gov/acs/documents/tech_guides/)

To contact the *PostalOne!* Help Desk call **1-800-522-9085**. For additional information about IMB Tracing please contact the National Customer Support Center at (800)238-3150.