

BCC SOFTWARE **USER CONFERENCE**

Info**X**change™

CHICAGO
2024

AUGUST 12TH - 15TH

Data Marketing Services at
BCC Software
Information Exchange 2024

“The term ***data*** can be ambiguous, overused, and loses its value with no context. Companies in our industry can collect data on every aspect of a mailing – from processing, printing, mailing and postal. And we need to use the correct tools to transform that data into actionable insights to create efficient and effective communication with customers.”

Mark M. Fallon
President
The Berkshire Company



Agenda

- Trends
- Best Practices
- UAA
- Building and maintaining your database
- Election Mail
- BCC services
- Examples
- **Demonstration**

Opportunity

ROI

9% response rate

\$167 : \$2,095

6% of top generator in sales

Buying Patterns

25% spend with mail + email

60% purchases within 90 days

Gen Z & Millennials

62% more excited vs. prior year

72% excited to see daily mail

82% print is more trustworthy

Outcomes

Brand awareness

Less cognitive effort

Increased Donations

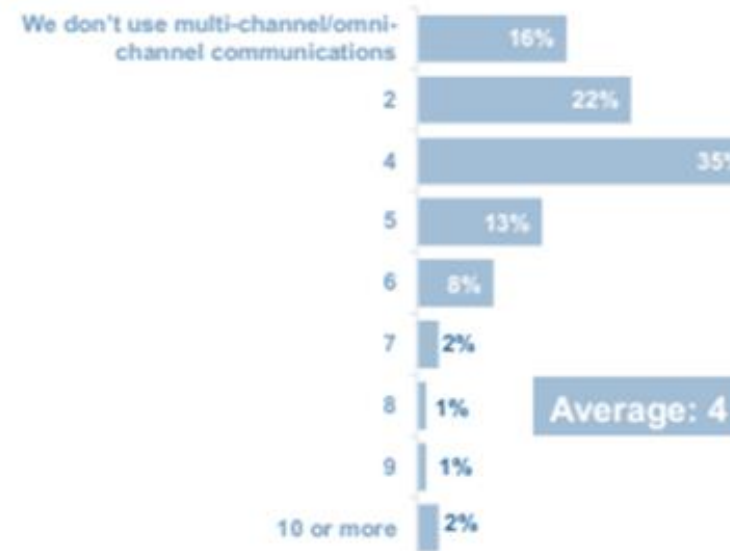
More creative options

Omnichannel Trends

Print a Top Channel in Omnichannel Campaigns

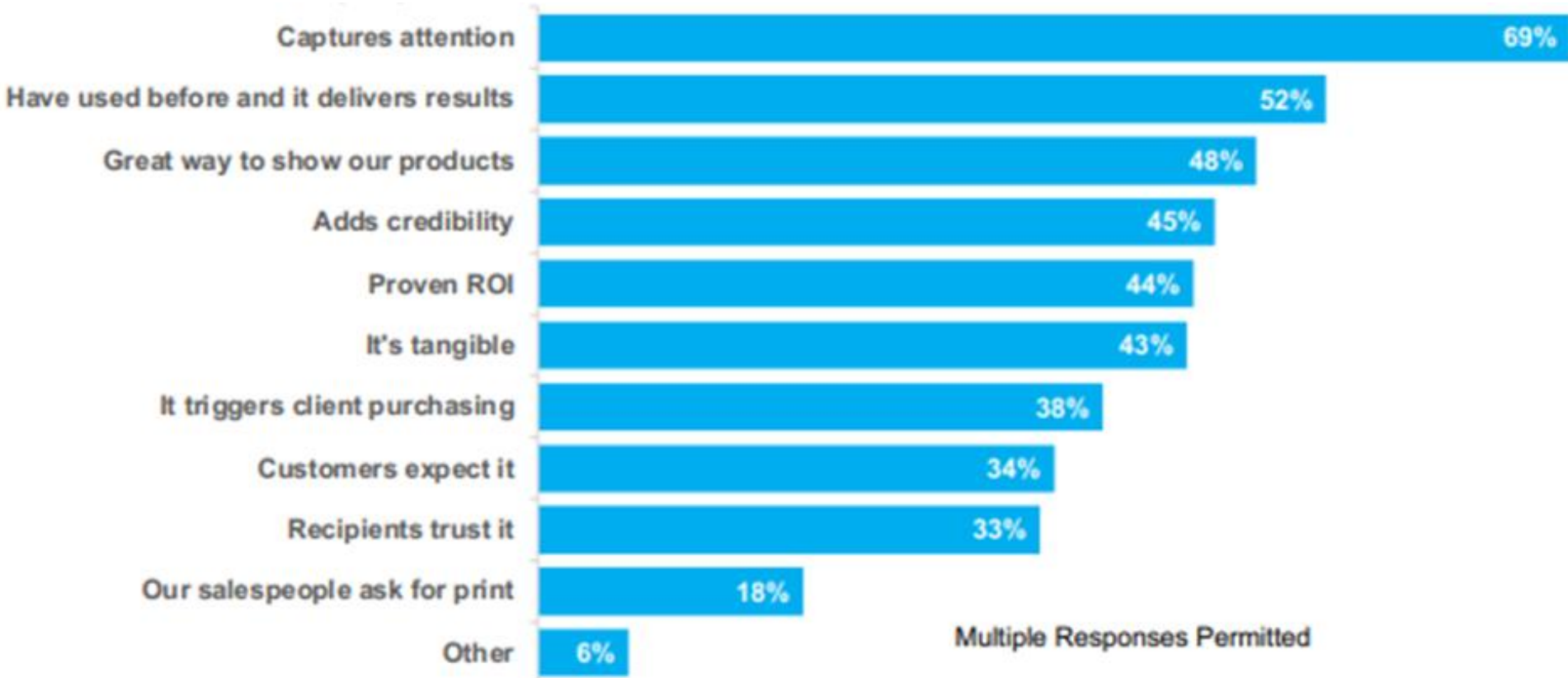
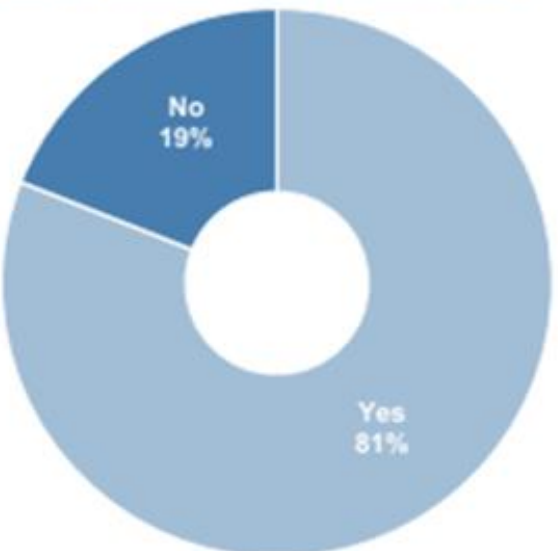
Number of Media Types Used in Campaigns

Q. What is the current spending trend for the sign and display graphics you purchase?



Use of Print in Omnichannel Campaigns

Q. Does your organization use omnichannel campaigns that include print to communicate with customers and prospects?



n=316 North American communication buyers and influencers
Source: NAPCO Research Annual Commercial Print Industry Trends and Strategies Service, 2023

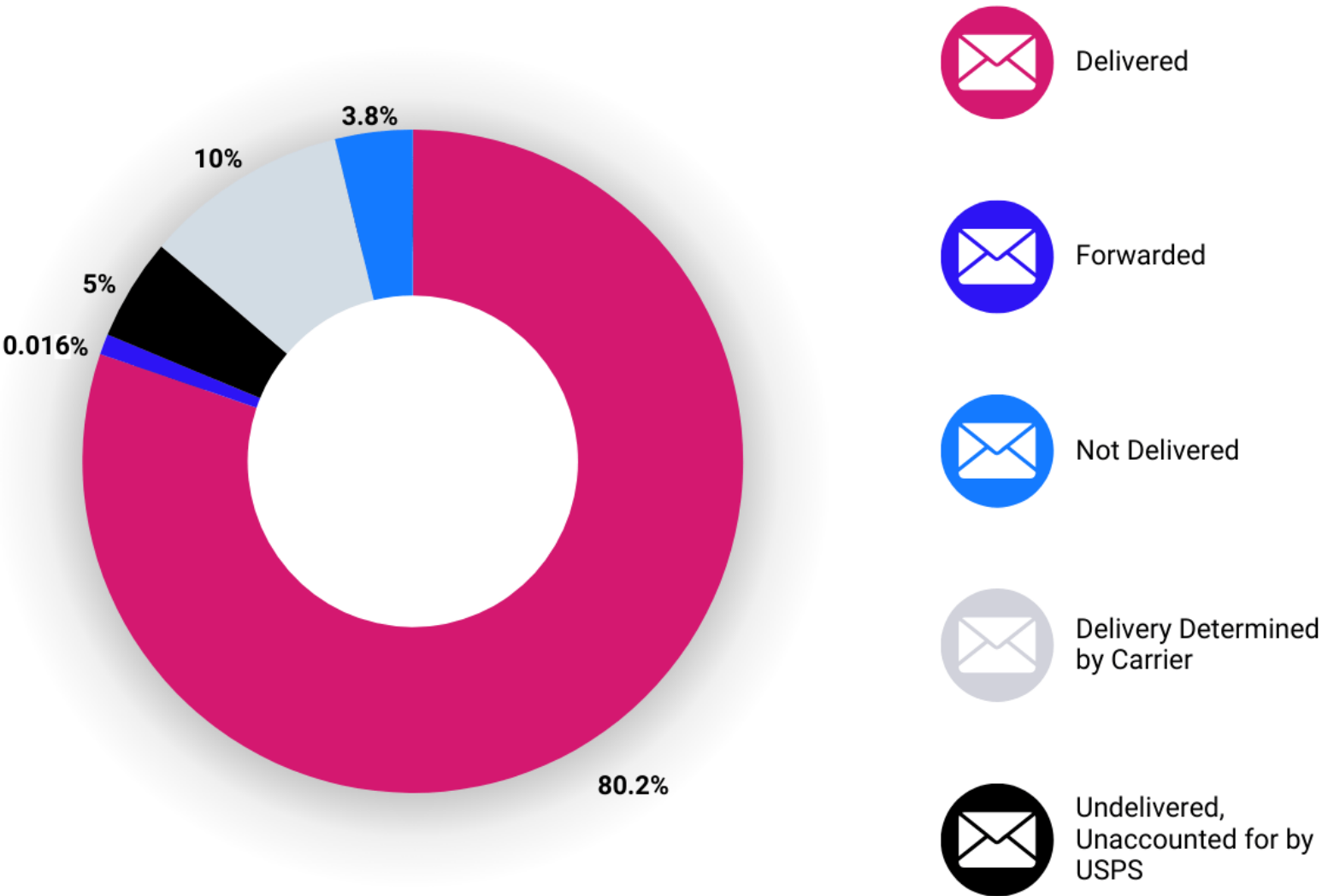



It Pays To Connect



UAA Impacts the Bottom Line

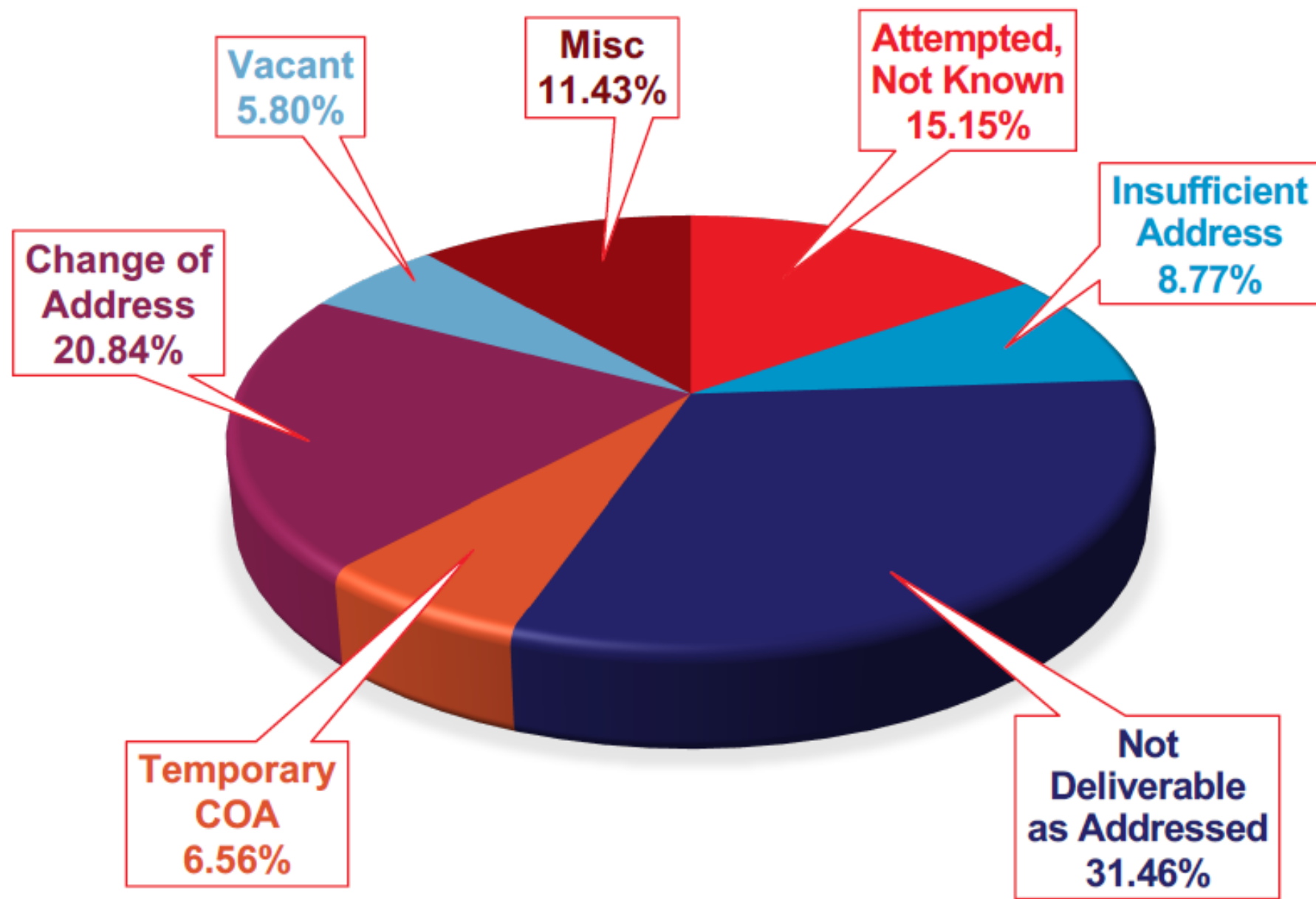
- Why Address Quality Is Important!
- Undeliverable As Addressed Mail
- It's Not Cheap!
- Missed opportunity for customer contact
- How much UAA in 2023?
- USPS handled how many pieces?



**\$3.00**


Per-piece industry estimate
(including operational costs: postage, print, handling, research, remailing)

UAA Statistics



Miscellaneous Label	Percentage of Total
No Such Number	2.75%
No Mail Receptacle	2.70%
Unclaimed	2.35%
Moved Left No Address	1.44%
No Such Street	1.09%
Refused	0.61%
Deceased	0.24%
Box Closed	0.13%
In Dispute	0.07%
Illegible	0.06%

Bad Data In Good Data Out

- **Good:** Basic Information
 - Contact details
 - Validate postal addresses at entry
 - Field characteristics and lengths
- **Better:** Information is Gold 
 - Transaction details
 - Preferred method of contact
 - Anything else relevant
- **Best:** Future information
 - Continue to ask for more!
 - Use external resources

Data Collection

Addresses: Complete and current

Validate addresses are deliverable

Duplicates: Match and consolidate into one record

Suppression Services: Deceased & DMA

Enhancement: demographics and lifestyle attributes

Profiling: Refresh to stay current

Election Mail Challenges

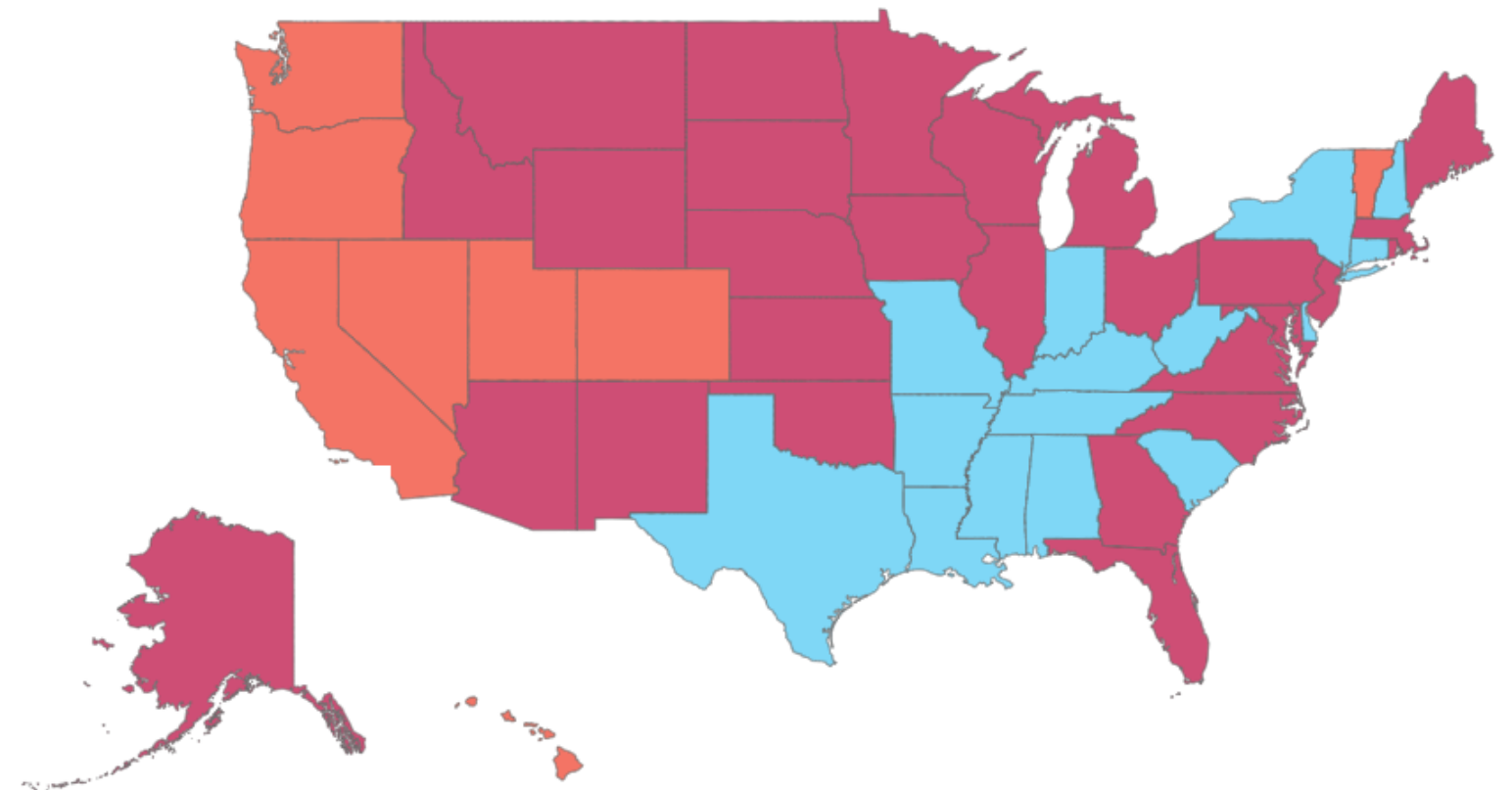
- Training and Staffing
- Certification and Skill Requirements
- Address Validation Changes in Florida
- Daily Mail Volumes and SLA Expectations
- Specialized Election Mailing Equipment
- Security Concerns and Employee
- Innovations in Mail Tracking
- Interactive Tools and Voter Engagement
- Legislative Considerations

34% Percentage of political mail volume surge from 2018 - 2022.¹

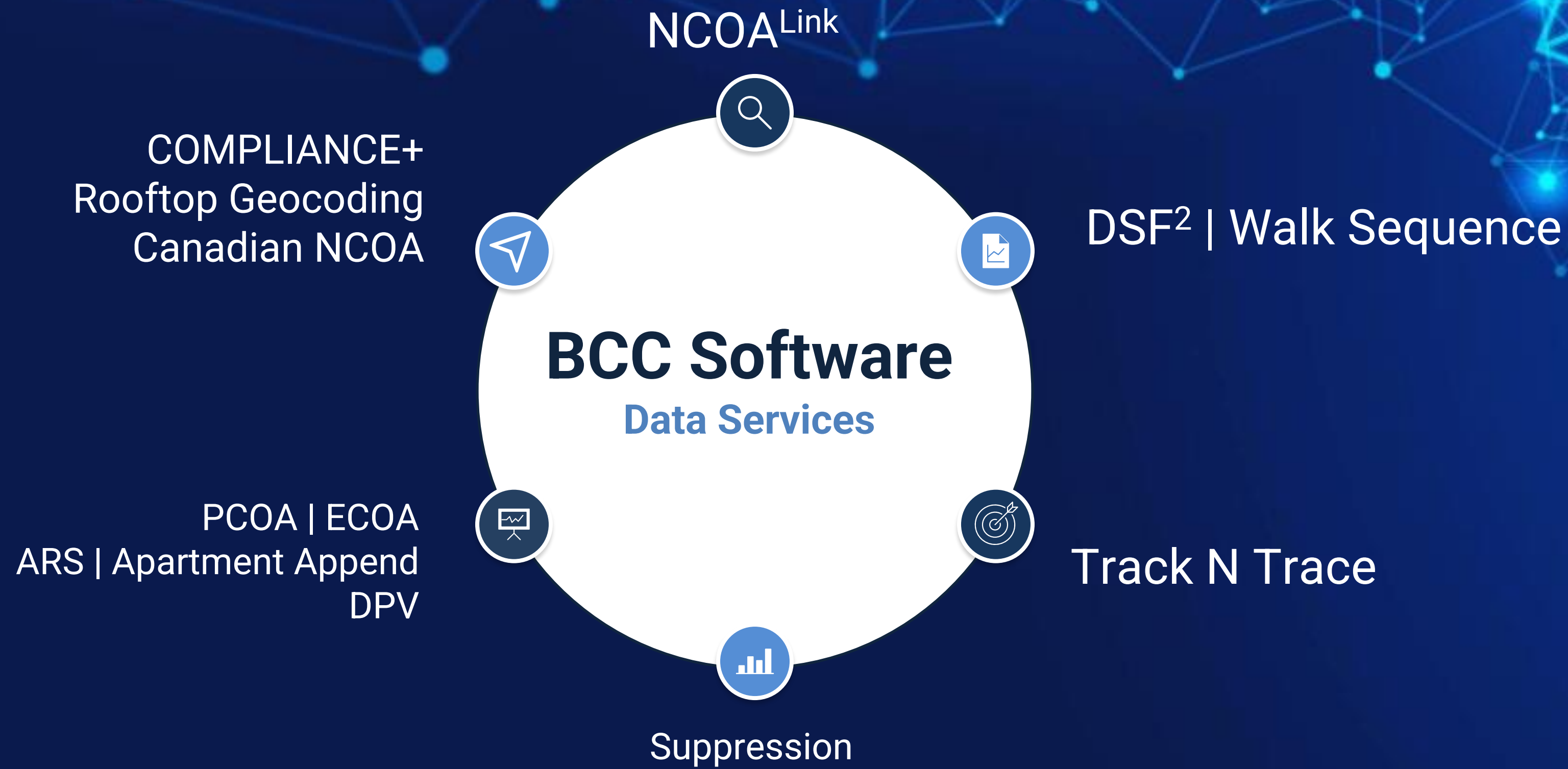
64% Percentage of surveyed voters agreed that political mail reinforced information they saw on television and online political advertising.¹³

77% Percentage of voters that say they check their mail box at least 4 days a week immediately.¹⁴

56% Percentage of surveyed voters believe direct mail includes more facts than other channels.¹³



Suite of Data Services



USPS National Change of Address is a powerful tool that enables you to update your customer databases with accurate and current addresses while also meeting the move update requirement set by the USPS.

FEATURES

Address update and accuracy
Reduction of undelivered mail
Data enhancement
Compliance

ACCESS

Mail Manager, LENS, Bulk
Mailer, Architect, Infuse
PAYGO | Subscription | Credits



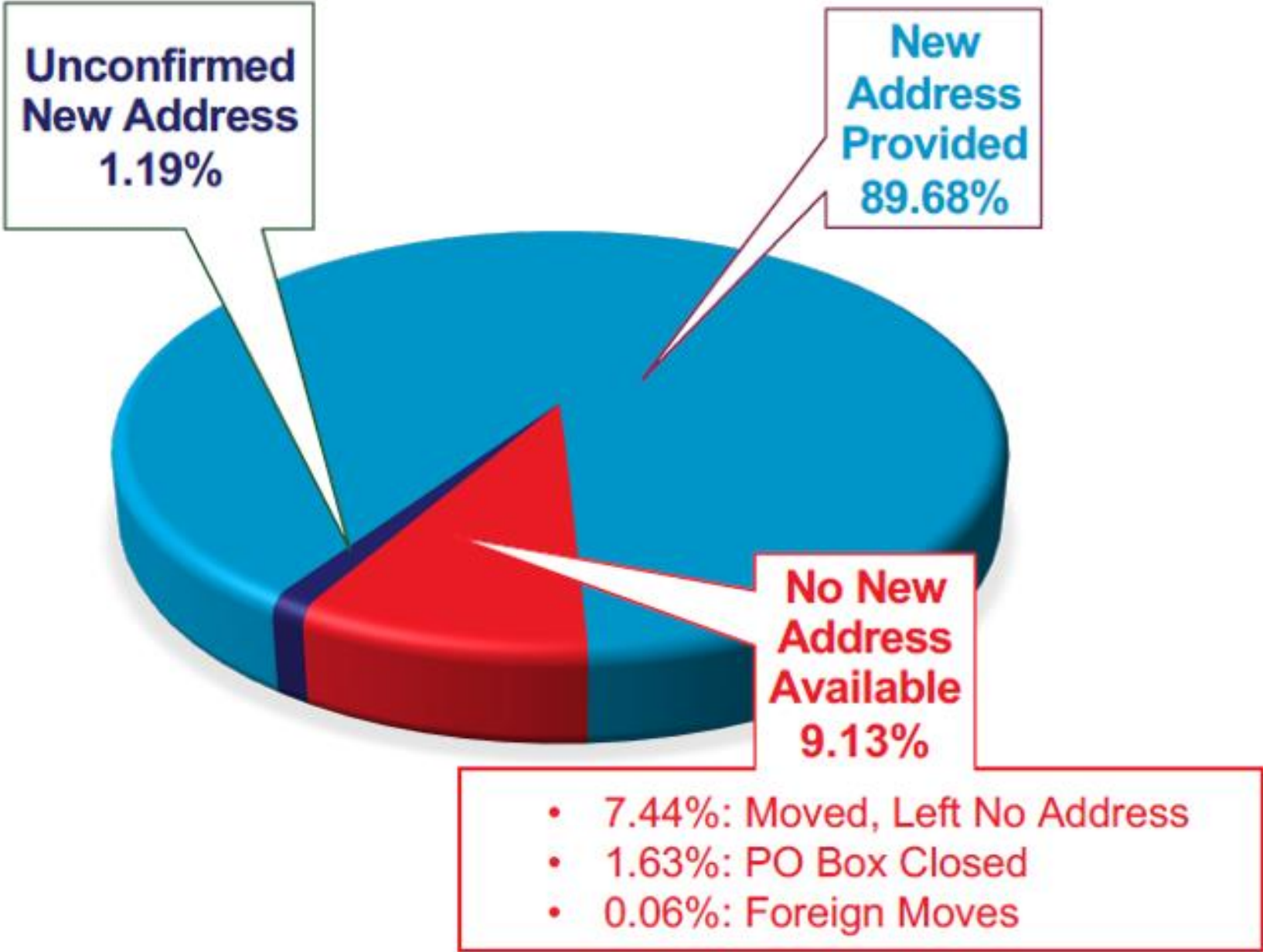
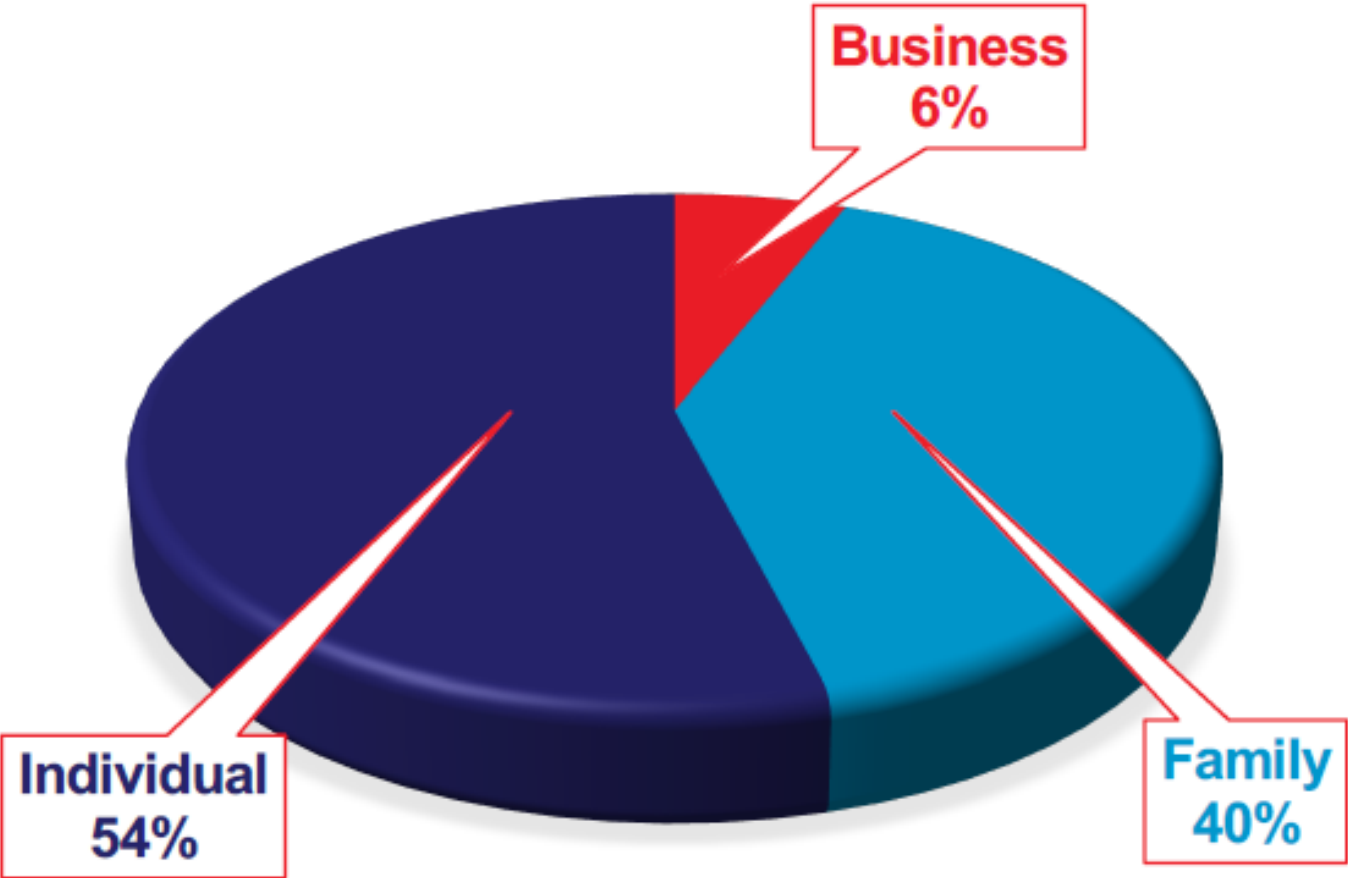
OPTIONS

Full Service (FSP) – 48 months of data
Limited Service (LSP) – 18 months of
data with ANKLink indicator

TECHNICAL NOTES

Only includes data for those filing
change of address with USPS. Lists
are run through CASS first for Zip4.

NCOA Link Move Types





The delivery sequence file list processing gives advanced insights into over 165 million delivery points and allows customers to obtain the highest per piece discounts based on density requirements set by the USPS. Optimize your geographically targeted mailings and take advantage of advanced costs savings.

FEATURES

- Lowest per piece postage
- High density discounts
- Delivery sequencing of addresses
- Additional delivery data points (vacant, seasonal, business, residential)

ACCESS

- Mail Manager, LENS, Bulk Mailer, Architect, Infuse
- PAYGO | Subscription | Credits



MISC

BCC processes over 2B records annually, providing a powerful tool for broad messaging in local, regional, and national markets! (Canvassing, lead generation, cast the net)

TECHNICAL NOTES

DSF2 processing identifies whether a ZIP+4 coded address is currently represented in the USPS® delivery sequence file

Notable Findings

- Direct mail delivery timing varies
- Which day is best?
- Dependent on vertical
- June and July
- First Class Mail
- Marketing Mail



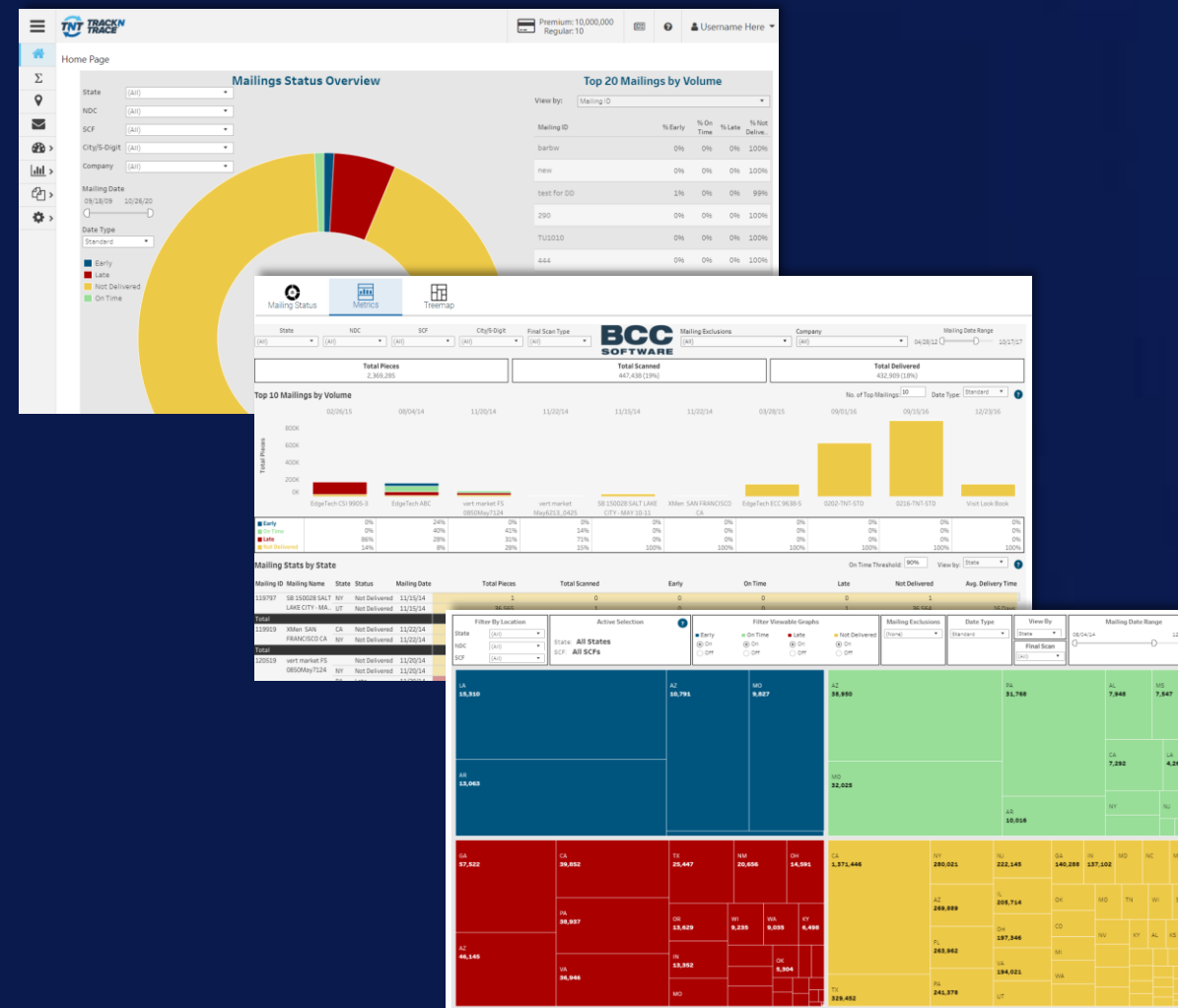
Track N Trace combines data analytics and a dynamic user experience to give customers accountability, predictability, and visibility on their inbound and outbound mailing campaigns.

FEATURES

Over 17+ Reports and dashboards
Ad-Hoc and schedule options
Custom MID Management
Logical Delivery Events
Custom URL and Reseller Configuration

ACCESS

Mail Manager | Bulk Mailer
Standard Credits | Premium Credits



MISC

Industries supported: finance, ballot & election mail, marketing, retail, legal, and much more!

TECHNICAL NOTES

The USPS 10 year plan will transform delivery networks impacting direct mailers and mail service providers.

Suppression Services

Target your audience with suppression services. Remove incorrect contacts, increases response rates, decrease postage and production costs, limit fraud and decrease reputational risk.

FEATURES

Increase ROI
Save Money
Minimize Risk

ACCESS

Mail Manager, LENS, Bulk
Mailer, Ignite

PAYGO | Subscription | Credits



OPTIONS

DMA (Marketing Association)
Deceased Suppression
Business Suppression
Suppression Suite

TECHNICAL NOTES

BCC Suite offers suppression of
DMA, Deceased, Prisoners, and
Business Addresses

PCOA

The BCC Software Proprietary Change of Address service is a compilation of data from multiple sources creating a proprietary database of address changes (subscriptions, utilities, retailers, major purchases). Based on individuals only — no families or businesses.

FEATURES

Catches additional moves not found through the USPS.

ACCESS

Mail Manager, Bulk Mailer,
LENS

PAYGO | Credits



MISC

Newer generations are starting own businesses and entering the workforce. How do we reliably find this target audience?

TECHNICAL NOTES

Diversify address cleansing with addresses that do not have any CASS or NCOA results.

Address Change Services



ACS is an on-piece address correction service that helps to identify if the addressee has moved. It is used in conjunction with the Intelligent Mail barcode (IMb) and/or ancillary service endorsements so mail can reach the proper destination.

FEATURES

Address Service (forwarding)
Change Service (Secure Destruction)
Return Service (back to sender)

ACCESS

Mail Manager, TNT Direct
Prepaid Credits



OPTIONS

By mitigating risks of data breaches and identity theft, USPS provides peace of mind while also promoting environmental responsibility through recycling practices with Secure Destruction.

TECHNICAL NOTES

ACS is currently the next most used move update compliance tool next to NCOA. We will use the TNT engine to access data.



Mail Manager release expected Q4 2024

Secure Destruction

USPS secure destruction offers businesses the assurance of confidential handling and disposal of sensitive information, ensuring compliance with legal and regulatory requirements. By mitigating risks of data breaches and identity theft, USPS provides peace of mind while also promoting environmental responsibility through recycling practices.

FEATURES

Destruction Confirmation
Custom Reporting

ACCESS

Mail Manager, TNT
Prepaid Credits

OPTIONS

Environmental responsibility, Risk
Mitigation, Compliance and data
protection, Peace of mind.

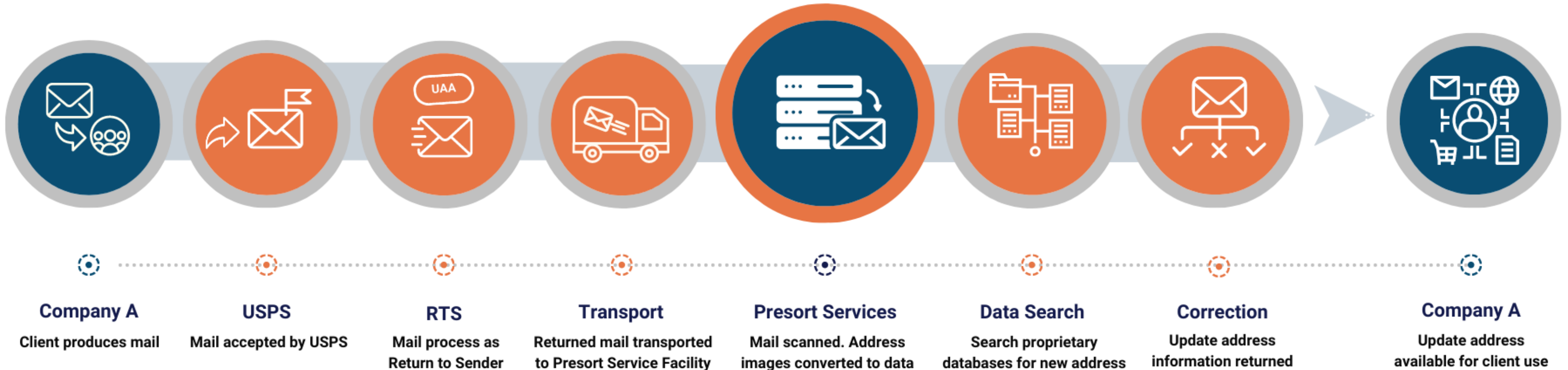
USE CASES

Insurance, Legal, Healthcare, Retail,
Utility, Education, Government,
Telecom, Financial, IT



Mail Manager release expected Q4 2024

Customer Workflow



Examples

Save Money!

- CASS™ Cycle 0 NoStats Reason Codes
- R777's Flagged in new DPV Codes + no longer qualifies for discounts
- Processed: 0.5% | ACS NIXIES: 3%

Lift Audience

- Unknown abandoned site browsers who are demonstrating intent on your website leave without action
- Abandoned cart browsers (both known and unknown) targeted via direct mail
- Remarketing to your past customers who are on site but leave without engagement (CRM triggers)

Examples

Data to Manage Changes from USPS Network Redesign

- Using data to adjust as the USPS activates facility locations/types during updates
- Data sources: Labeling Lists, Mail Direction File, Service performance data
- Pre- and Post-activation analysis, adjust for future activations
- Coordinate between supply chain partners
- Optimize sortation, containerization for best USPS handling

Customer Spotlights



Direct Licensees of USPS Data 2024

48 Month Change of Address providers (USPS Data)

- Acxiom Corporation
- Anchor Computer Inc
- **BCC Software**
- Choregraph LLC
- Data-Axle (Infogroup)
- Datalab
- Epsilon Data Management
- Experian
- Fair Isaac Corp (FICO)
- Lorton Data
- Melissa Data
- Merkle Direct Marketing
- Peachtree Data
- Precisely Software Inc
- Verite Data

Delivery Sequence File (DSF²) providers (USPS Data)

- Acxiom Corporation
- Anchor Computer
- **BCC Software**
- Choregraph LLC
- Data-Axle (Infogroup)
- Epsilon Data Management
- Experian
- Merkle Direct Marketing
- Peachtree Data
- Quad Data Solutions
- Verite Data

Apartment Append, Deceased Suppression, Household Data (3rd Party Data)

- Acxiom Corporation
- Anchor Computer
- **BCC Software**
- Data-Axle (Infogroup)
- Epsilon Data Management
- Experian
- Merkle Direct Marketing

DEMO

Questions?



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