

THE SOLUTION
===== *TO* =====
REDUCING
THE IMPACT OF
YOUR UAA MAIL

BROUGHT TO YOU BY

BCC
SOFTWARE

REDUCE THE IMPACT

OF UNDELIVERABLE AS ADDRESSED (UAA) MAIL



DID YOU KNOW...

4%

of addresses are not completely confirmed by USPS CASS™ processing and are unlikely to get delivered.³



17%

of Americans change addresses annually¹, but only 60% of those get filed with the USPS®.²

As a result, over 4 billion mail pieces are treated as waste each year by the USPS.⁴

1 billion pieces were forwarded in 2013, costing the industry nearly \$250M in additional postage⁵

OVER 5%

5.1% of all Standard Mail® volume, or 4.1 billion pieces, was UAA in 2013.⁷



and 1.4 billion pieces were returned to the sender.⁶

3.67% of all First-Class® volume, or 2.4 billion mail pieces was UAA in 2013.⁸

OVER 3%

TOTAL UAA VOLUME WAS

OVER 4%

OR 6.7 BILLION PIECES.⁹

THE SOLUTION

PROTECT THE FRONT-END



HOW CAN YOU SOLVE THE CONFLICTS THAT ARE CAUSING YOUR UAA MAILINGS?

Advanced processing like Address Resolution Service (ARS) reduce Undeliverable as Addressed mail by correcting incorrect addresses and appending apartment numbers before your pieces are addressed.

ARS typically corrects 30%-50% of the addresses CASS processing alone can't resolve. Using industry benchmarks for direct mail offer response rates, this means 21 more customers for every 10,000 pieces you mail.



HOW CAN YOU REVEAL THE CONFLICTS THAT ARE CAUSING YOUR UAA MAILINGS?

Track N Trace® mailpiece tracking & reporting provides predictability to coordinate accurate marketing efforts, accountability to closely monitor performance, and outbound and inbound visibility of your mailstream.

The information revealed through Track N Trace allows you to make intelligent and strategic decisions to maximize your campaign's performance.

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1. Business Mail 101. United States Postal Service Web Site. [Online] [Cited: March 15, 2015]. <http://pe.usps.com/businessmail101/addressing/checkingAccuracy.htm>.
2. Using Proprietary Change of Address (PCOA) Processing to Enhance Mail Deliverability. 2010.
3. Historical Average based on BCC Software CASS Engine Testing
4. USPS. Undeliverable as Addressed Mail Audit Report MS-AR-14-006. July 14, 2014, pp. 14 Figure 2.

5. UAA Roll Up 1998-2013 [Online] [Cited: November 21, 2014, Section C.15] <http://ribbs.usps.com/>
6. UAA Roll Up 1998-2013 [Online] [Cited: November 21, 2014, Section F.15] <http://ribbs.usps.com/>
7. UAA Roll Up 1998-2013 [Online] [Cited: November 21, 2014, Section Q.45] <http://ribbs.usps.com/>
8. UAA Roll Up 1998-2013 [Online] [Cited: November 21, 2014, Section Q.33] <http://ribbs.usps.com/>
9. UAA Roll Up 1998-2013 [Online] [Cited: November 21, 2014, Section M.15] <http://ribbs.usps.com/>

BCC SOFTWARE

Software providers should be doing more than just delivering the software you license and abandoning you until renewal time. They should deliver ***comprehensive software***, covering an array of service needs and integration points. They should be ***precise***, providing you with security and confidence in your campaigns. They should include unlimited access to a ***tenured USPS® certified support team*** that is ready to answer any product or industry regulation question. They should provide ***unparalleled educational services*** to inform you about new ways to improve your workflow and services to benefit your customers. They should know your business and ***advocate*** on your behalf.

We have been ***committed*** to meeting these industry demands ***for 40 years***, and continue to bring new solutions to market to help our customers ***seize the opportunity to transform their businesses*** by leveraging the value of their data.