

Transform Your Direct Mail into Powerful OmniChannel Campaigns

The strategic partnership between BCC Software and MindFire brings together two industry leaders to help mail service providers **maximize the value and impact of every mailpiece**. By combining BCC Software's postal optimization expertise with MindFire's sophisticated marketing automation platform, we **connect physical and digital marketing channels** with comprehensive campaign attribution. This unified approach allows you to track, measure, and properly credit conversions across all touchpoints in the customer journey.

Key Benefits:

- Coordinate digital messages with physical mail delivery
- Transform traditional mail tracking into actionable marketing intelligence
- Create sophisticated, automated multi-channel campaigns at scale
- Reduce manual processes and data handling error risk while improving efficiency
- Offer data driven insights, measurable results and clear ROI metrics

The Complete Solution

Transform direct mail from a one-way message into a dynamic, data-driven conversation:

- Postal optimization and address quality management
- Intelligent mail tracking and delivery prediction
- Automated trigger-based digital marketing
- Personalized landing pages and microsites
- Cross-channel campaign testing, optimization, analytics and reporting
- Expert support for USPS promotion registration and execution

Why This Matters

As postage costs continue to rise, successful mail service providers are pivoting from **mail volume to mail value**. This partnership offers the tools and expertise needed to:

- Offset postal increases through promotion participation
- Increase response rates with coordinated digital touchpoints
- Deliver more value to your customers
- Connect and attribute conversions across all channels for ROI measurement
- Stay competitive in an evolving market

The Future of Direct Mail is Here!

Don't just deliver mail – **deliver results**. Contact us today to learn how BCC Software and MindFire can help you maximize the value of every mailpiece while growing your business.

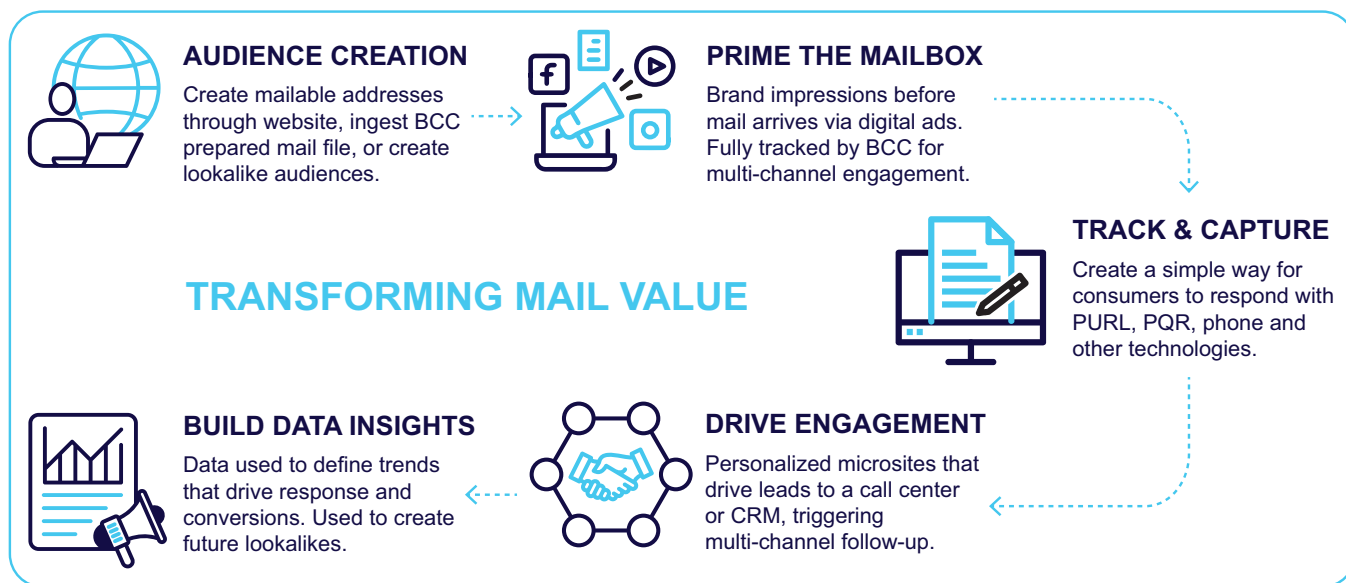


MindFire

Innovative OmniChannel Solutions

Unified Marketing Integration

Bridge physical and digital marketing by eliminating traditional barriers between mail preparation and OmniChannel marketing execution, enabling companies to **maximize the value of every mailpiece**.



Business Impact

1. Mail Tracking & Response Integration

- Integrate BCC's Track N Trace® data directly into MindFire's platform
- Provide unified visibility into physical mail journey through USPS informed visibility
- Connect mailpiece tracking to digital response tracking for campaign attribution
- Enable automated trigger of digital communications based on status
- Create comprehensive reporting dashboard

2. Informed Delivery Integration

- Automate Informed Delivery campaign creation at scale through USPS APIs
- Enable bulk campaign management for multi-location/franchise operations
- Streamline ride-along image and URL management
- Integrate campaign performance metrics into unified reporting

3. Mail File Processing & Data Flow

- Enable single source of truth for customer data
- Reduce errors and time spent on data manipulation
- Support complex multi-location data management

The Great Mail Transformation

This partnership represents a significant step forward in making sophisticated OmniChannel marketing accessible and manageable for mail service providers of all sizes.

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