



Bulk Mailer[®] SMB

Postal Software Solution



Mass mailing, made simple.

Simplify your mailings, increase deliverability, navigate complex postal regulations, and achieve the lowest postage rates. The Bulk Mailer[®] SMB package includes more standard features to help your small to medium-sized business save time and money by increasing mailing efficiency.

CASS[™] and PAVE[™] certified

Standardize abbreviations and address formats to USPS[®] guidelines, correct the spelling of streets and cities, and verify deliverability, including DPV[®], LACS^{Link}[®] and Suite^{Link}[®] processing. Add missing postal data including nine-digit ZIP Code[™], eLOT[®] and carrier route numbers, delivery points, RDI[™] for identifying residential versus business addresses, and more.

Sort address lists for the lowest possible postal rates and generate all required USPS documentation, reports, and postage statements. The Mail Sort wizard includes support for First-Class Mail[®], Standard Mail[®], and Periodicals.

MAIL SORT WIZARD FEATURES INCLUDE:

- » First-Class Mail, Standard Mail, and Periodicals presorts
- » SCF, NDC, ADC, and DDU entry point discounts
- » Management of multiple mailing permits
- » All required USPS documentation
- » Advanced settings for minimum or maximum pieces per container, type of tray, and maximum sack weight
- » Supports Intelligent Mail[®] barcodes for mailpieces, sack, and tray tags
- » Append a presort ID and other mailing data for use in other environments
- » Palletization, Firm Bundles for Periodicals, and more

STANDARD FEATURES:

- » CASS and PAVE certified ensuring compliant mail
- » Subscription-based pricing makes it easier for you to upgrade at a lower cost
- » Includes 5 Million NCOA^{Link}[®] records, and more
- » Firm Bundles for Periodicals allows you to bundle multiple Periodical mailpieces for significant savings
- » Palletization for proper mail sorting and container labels
- » TaskMaster[™] Basic - a simple to use wizard that can be used to automate all the steps in your job



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Never worry about your USPS documentation

Generate all required documentation including the Qualification report, USPS Form 3553, postage statements, and barcoded sack and tray labels. Additionally, Bulk Mailer SMB supports seamless submission of electronic documentation through Mail.XML™.

List cleansing

Our duplication search tool offers multiple search options and field combinations for precise results. In addition, an optional Suppression Suite is available to flag records that match entries in do-not-mail, deceased person and correction facility lists.

Every Door Direct Mail® service

Automatically generate EDDM® lists, all required documentation, and facing slips in two sizes. Easily select routes, ZIP Code, residential and/or business addresses, and get access to up-to-date delivery counts.

Palletization

- » Reduce material handling on mailing jobs to decrease labor costs
- » Label pallets properly for trouble-free mail entry
- » Optimize mail for drop ship handling
- » Required for eInduction® and Seamless Acceptance

Comprehensive address printer support

Take full advantage of your address printer — Bulk Mailer SMB provides support for model specific features. Address-printing features include Intelligent Mail barcoding, an optional endorsement line, fonts, images, grids, package spacers and more.

IMPORT AND EXPORT FILES

- » Supported file formats include comma or tab delimited, fixed length, dBase, XML, Microsoft Access and Excel
- » Intelligent field mapping actively suggests matches
- » Increase productivity – save settings for similar data files

VIEW AND EDIT RECORDS

- » List views present addresses in a spreadsheet for quick review. Update, split, or combine fields in all active records.
- » Detail views offer organized access to data fields in address-card format. Easily add, validate and update individual records.

GROUPS

Easily limit a mailing to a subset of your list. Define criteria and sort options for a more targeted mailing.

- » Any field(s) may be used to define a group
- » Conditions include custom, predefined, and data sampling
- » Use pre-set groups to minimize returned mail

Mail Delivery Tracking Service

Don't mail blindly. Enjoy a multi-channel experience with full visibility into your mailings within the USPS mail stream and compile your data into easy-to-read, comprehensive reports.

IMPROVE SERVICE AND DATA-DRIVEN DECISIONS

Coordinate mailings with more accurate delivery dates, provide proof of mailing services, and easily share reports for better customer service. Make decisions and trigger subsequent events based on where the mail piece is. For example, alert your customers with an email or mobile push notification that an important communication is in their mailbox. Their mail moment will be enhanced, which will help increase your customer conversion rate.

INCREASE INSIGHT

Monitor mail delivery windows and generate comprehensive reports that leverage USPS Informed Visibility® which enables you to benefit from near real-time scan data. Drill down into maps and get powerful piece-level analysis.

BE PROACTIVE AND GROW YOUR BUSINESS

Ensure vendors are performing as contracted, and resolve delivery problems before they become customer problems. Customize the user interface with your company's branding to deliver a new value added service to your customers.

Real-time Move Update service

Our built-in Move Update service processes lists against the full 48-month NCOA^{Link} data set in real-time. Bulk Mailer SMB updates address lists before the mail is printed and sent, and NCOA^{Link} processing meets USPS Move Update requirements for First-Class Mail and Standard Mail discounts. 5 million records are included with your annual subscription. Larger subscriptions are also available.

Data enrichment

Access Data Services directly through the Bulk Mailer interface to achieve:

IMPROVED DELIVERY RATES AND INCREASED VISIBILITY

- » Address Validation
- » Apartment Append
- » ECOA
- » Walk Sequence
- » Reverse Phone Append
- » Easy Track

IMPROVED EMAIL COMMUNICATIONS

- » Email Validation
- » Email Append

REACH CUSTOMERS BY PHONE OR SMS

- » Phone Validation
- » Phone Append
- » Phone Information

HIGH-PRECISION TARGETING

- » Head of Household
- » Centroid Geocoding
- » Address-Level Geocoding
- » Suppression Suite (Deceased, Incarcerated, Do Not Mail)
- » Do Not Call
- » Do Not Email



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Bulk Mailer SMB Package Options

SORTING	
PAVE Gold certified postal presorting First-Class Mail, Standard Mail, and Periodicals	✓
USPS documents and qualification report PS form 3553, 3602, 3541, and 3600	✓
Intelligent Mail barcode support	✓
Entry point discounts SCF, BMC, ADC, and DDU	✓
Sort enhancements carrier route, walk sequence, automation, and non-automation	✓
Electronic documentation via Mail.XML	✓
DATA MANAGEMENT	
CASS™ certified for address correction Includes DPV, LACS ^{Link} , and Suite ^{Link} processing	✓
Adds missing postal data ZIP + 4®, carrier route, eLOT®, and more	✓
Built-in NCOA ^{Link} service	5 million records included
Duplicate management	✓
Mail tracking	optional
Integrated data enhancement services: append details, amend addresses, and do-not-mail suppression	optional
RDI service for identifying residential versus business addresses	✓
Centroid Geocoding	✓
ARCHITECTURE	
Address record limit	2GB
User-defined fields	22
TaskMaster Basic for automation	✓
OUTPUT	
Graphical mail piece designer	✓
High-speed printer support and drivers	✓
Barcoded sack and tray labels	✓
SUPPORT	
Live Update	✓
Free online training	✓
Toll-free technical support	unlimited



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