

FINDING THE  
5 BOTTOM LINE  
IMPACTING GEMS  
HIDING IN YOUR DATA

*Maximize the ROI of your next campaign with the data you already have.*

BROUGHT TO YOU BY

**BCC**  
SOFTWARE

38%

OF MARKETERS RAN CAMPAIGNS WITH  
**THREE CHANNELS** IN 2014<sup>(1)</sup>

**DIRECT MARKETING  
MAIL PIECES CAN BE  
TRACKED, ENABLING  
TIMED FOLLOW-UP  
COMMUNICATIONS.**

Marketing professionals are increasingly turning to multi-channel campaigns to ensure their messages are being heard, and direct mail remains an important part of that mix.

In fact, 22% of consumers base buying decisions on direct mail pieces, which helps explain why marketers spent 2.7% more on direct mail in 2014 than the previous year, better than double industry projections.<sup>(2)</sup> The timing of message delivery is an important factor to the success of any campaign.

In your next campaign, consider adding tracking to the letters or postcards you send your customers or prospects. Take advantage of individually reported mail piece tracking data to trigger individual emails on the day before a mail piece actually arrives to build anticipation. Or use that trigger to follow up on your highest value prospects with a phone call or email a day after they've received your offer to reinforce your message. The USPS® is scanning your direct mail and making that data available – it's up to you how to use that in your multi-channel campaigns.

Related Services From BCC Software  
Track N Trace™

5%

OF STANDARD MAIL SUBMITTED BY MARKETERS IN 2013 WAS **THROWN AWAY BY THE USPS** BECAUSE THE PIECES WERE UNDELIVERABLE AS ADDRESSED<sup>(3)</sup>

**ADVANCED ADDRESS  
CORRECTION CAN CORRECT  
MANY OF THOSE PIECES,  
GENERATING MORE  
RESPONSES TO  
YOUR CAMPAIGN.**

Standard Mail® is the most common class used by marketers when sending direct mail because it's cost efficient for messages where there is not a small, specific delivery window. The drawback is that Standard Mail only requires basic address standardization by the mailer and does not require notification of pieces that aren't delivered. Aside from not knowing which pieces aren't being delivered, having 1 in every 20 of your mail pieces discarded by the USPS can have a huge impact on the success of your campaign.

According to the DMA, the average response rate on mailing to a customer list is 4.26%.<sup>(2)</sup> So for every 10,000 pieces you mail, you'd expect 426 people to respond to your offer. However, if you mail 10,000 pieces and the USPS discards 502 of them, you're left with only 9,498 being delivered. If the same 4.26% respond to your offer, you've only got 405 responses. In other words, if you could correct all of the addresses in your list before mailing to it, you can expect 21 more responses for every 10,000 pieces you mail. Hidden within your data is the ability to leverage a service that has an immediate positive return on investment by using information beyond USPS standardization to ensure more of your pieces are being delivered.

**Related Services From BCC Software**  
Address Resolution Service

54%

OF CONSUMERS WOULD CONSIDER ENDING A BRAND RELATIONSHIP THAT LACKS **TAILOR MADE CONTENT** <sup>(1)</sup>

**YOUR BASIC CONTACT DATA HOLDS ALL THE REQUIRED INFORMATION TO UNLOCK ADDITIONAL ELEMENTS TO ENABLE PERSONALIZED OFFERS.**

Your customers expect that you know them and are anticipating personalized offers. Take advantage of what you do know about them today as a basis to expand your insight into their needs and extend the right offer tomorrow, before your competitors seize the opportunity. 53% of marketers expanded their data analytics budgets last year.<sup>(4)</sup> Don't let the term marketing analytics imply you need to be a big company with a team of business analysts! There are simple things you can do with your existing capabilities, after enhancing your customer list, to take advantage of this emerging trend.

Here are three examples of the types of personalization you can perform as long as you have the name and address of your customer:

- Demographic append services can add important elements like age, income, and presence of children to your file. This will enable offers of family friendly products to one address and elder care products to the house across the street.
- Geocoding services add the exact latitude and longitude of an address to the customer record. Imagine your next mail piece listing the closest retail location with exact driving directions from the recipient's driveway.
- Address processing services can add details about the type of dwelling your customers live in. Knowing that someone lives in a single family home versus a high rise is the difference between sending an offer for roofing supplies or storage solutions.

**Related Services From BCC Software**  
**Data Marketing Services**

17%

OF AMERICANS CHANGE ADDRESSES ANNUALLY,<sup>(5)</sup> BUT **ONLY 60% OF THOSE GET FILED** WITH THE USPS.<sup>(6)</sup>

**THE CHANGE OF ADDRESS  
PROCESSING YOU CURRENTLY  
USE MISSED 40% OF THE  
MOVES FROM THE PAST  
FOUR YEARS, AND 100%  
OF THE MOVES  
OLDER THAN  
THAT.**

If your current marketing mix includes direct mail, your list probably is run through the National Change of Address (NCOA<sup>Link</sup>®) database from the United States Postal Service®. Most mailings are presorted before submitted to the USPS, and this is done as a compliance measure at that time. What most marketers don't realize is how many moves this process fails to capture and the impact this can have on their mailings. Some facts to consider:

- If 17% of Americans move annually, that means every month over 1% of your customer list has moved.
- For every six moves the USPS finds, there are four recent moves on your list that didn't get found.
- The processing done through NCOA<sup>Link</sup> during the mailing process only finds moves filed within the past 18 or 48 months, depending on the level of service you paid for.

Change of address services compiled from private sources (PCOA) can find moves that are not self-reported to the USPS and often look back as much as 15 years. BCC Software has found that a typical NCOA<sup>Link</sup> match rate is 6%, and additional processing through a PCOA service typically provide 2% more moves with new addresses.<sup>(7)</sup> The immediate impact on your next mailing is simple to calculate by figuring out how many people 2% of your list represents, bouncing that against your average response rate, and comparing the result to the cost of the PCOA service. NCOA<sup>Link</sup> and advanced services like Address Resolution Service and PCOA are not an either-or situation, they work best when used alongside each other to get the most complete picture of a record's current address. In most cases, the immediate return on investment is positive, before considering the additional benefits like not losing touch with valuable customers that have a relationship with you and the ability to profile their new addresses to gain insight into what their new address may imply about their future buying patterns.

**Related Services From BCC Software**  
Data Marketing Services (NCOA<sup>Link</sup>, ARS, PCOA)

12%

OF AN AVERAGE MARKETING BUDGET IS **ALLOCATED FOR DIRECT MAIL**<sup>(8)</sup> WITH AVERAGE CAMPAIGN COSTS OF \$600 PER THOUSAND PIECES SENT.<sup>(9)</sup>

**IMMEDIATE ROI CAN BE GAINED BY REDUCING POSTAGE AND PRINTING COSTS WITH ADVANCED PROCESSING SERVICES.**

The first four gems provided tips to maximize ROI by focusing on increasing the first part of the equation – Return. Do not discount the ability to impact the bottom line by reducing the second part – Investment. Putting a bit of effort into planning your investment up front can boost the payback on your campaigns by following these two simple cost reduction steps on every mailing.

**Step 1: Don't pay to print and mail what won't generate a response.** Suppression services will flag records in your list that are poor candidates to respond because they have registered for the DMA do not mail service, have an address in a prison or trailer park, or are deceased. In a recent analysis of five client mailings, we saw an average return on investment of 300% for deceased suppression alone by not paying for printing and postage for candidates that have passed away.<sup>(7)</sup> When you consider that 2.5 million Americans die each year,<sup>(10)</sup> services like deceased suppression are an important maintenance step before any mailing.

**Step 2: Pay less to deliver each piece you send.** A savvy mailer can save upwards of 70% on postage costs by leveraging the work-share discounts available from the USPS.<sup>(7)</sup> The Postal Service™ offers postage discounts in exchange for doing the work of sorting and sequencing mail before handing it off to them for delivery. Some campaigns can see a 50% savings by arranging for private transportation from the location mail is produced to a postal facility near the final delivery point.<sup>(7)</sup> The key to unlocking these savings resides right within the data you have already compiled to put the address on the mail piece. Software that carries CASS™ certification from the USPS will allow you to take advantage of these discounts.

**Related Services From BCC Software**  
Suppression, BCC Mail Manager™

# BCC SOFTWARE

BCC Software has been providing extensive data marketing services and creating innovative postal software solutions for over 30 years. Our offerings focus on helping our customers deliver the right message, at the right time, to the right audience through data management including cleansing, enrichment, and profiling. We remain committed to the industry and are bringing new solutions to market to help our customers seize the opportunity to transform their businesses by leveraging the value of their data. BCC Software brings a "How Can We Help" approach to everything we do from creating innovative postal and data quality solutions to our live and knowledgeable customer support.

FIND OUT HOW WE CAN HELP YOU MAKE  
YOUR CAMPAIGNS MORE SUCCESSFUL

[marketing@bccsoftware.com](mailto:marketing@bccsoftware.com)

800.337.0442

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