



How recent USPS regulations can increase your ROI



WHAT'S THE COST OF GETTING IT WRONG?

Do you know what happens when you send your mail to a person or business that has moved? If you use standard (bulk) mail, the United States Postal Service (USPS) will simply throw out the pieces. First Class mail, on the other hand, will be forwarded for a limited period of time. Although you can mail first class in the hopes of catching those moves, a cost of 60 cents or more for each return will quickly add up. And once you get the new address, you still have to update your database manually.

A low-cost solution for updating your entire database is now available: The National Change Of Address (NCOA) database. Maintained by the USPS, this database includes all individuals and companies completing a Change of Address form in the previous four years. By using NCOA to process your mailing list, you'll update it with the most current addresses available. In fact, the average database improves by five percent after using this convenient service. Some older databases, and those with addresses in areas such as Los Angeles (where frequent moves are common), will often improve by 10 or 15 percent. The cost of using NCOA-processing is minimal and can be done in-line with other mail processing services in order to avoid any dealers.

WHAT ARE THE BEST REASONS TO USE NCOA?

You're losing customers. Hidden in your database may be hundreds or even thousands of people who don't receive your mail anymore.

Instead of losing your customers' names and addresses, you can update your database with their most current mailing information by having your list NCOA-processed.

You're paying too much. If you don't use a qualified move update service, you'll have to mail at a higher postage rate.

To qualify for the best postal rates, the USPS requires you to send your mailing through a move update service like the NCOA every 95 days.

You're getting a poor response rate. Neglecting to identify individuals who have moved, closed PO boxes, or haven't left a forwarding address, costs you money and reduces your return on investment (ROI).

NCOA processing is the perfect opportunity for you to lower your total mailing cost, raise your response rate and increase your ROI. You save money because NCOA will identify the most current mailing information and update your addresses. This means more of your mail pieces will be delivered correctly, and you'll likely increase the number of responses.



A STATISTICAL LOOK AT NCOA SAVINGS

The average mailing piece costs \$0.50 to print and mail. Using this number, we've calculated how much money you'd save by using NCOA.

List size	5% NCOA matches	10% NCOA matches	15% NCOA matches
2,500 pieces	\$62.50 savings	\$125 savings	\$187.50 savings
5,000 pieces	\$125.00 savings	\$250 savings	\$375 savings
10,000 pieces	\$250.00 savings	\$500 savings	\$750 savings
20,000 pieces	\$500.00 savings	\$1,000 savings	\$1,500 savings
100,000 pieces	\$2,500.00 savings	\$5,000 savings	\$7,500 savings



Direct Marketing, Data Management and Analysis
Digital, Traditional Offset and Variable Data Printing
Direct Mail Center, Cross Media Campaigns

This white paper is provided as a courtesy of V3. V3 provides tools for successful marketing. If you would like additional information, or to have your database NCOA-processed, call Sean Russell at 800.882.1844 ext.162. © 2010. All rights reserved.