



Prompt Mailers, Inc.

# PROMPTLY *Speaking*

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## USPS Proposes Significant Network Realignment

The USPS has proposed nationwide changes to its infrastructure and adjustments to service standards in a plan just submitted to the U.S. Congress for approval. According to Postmaster General Pat Donahoe, "We must reduce our annual costs by \$20 billion by 2015 to be profitable, and we do not currently have the flexibility in our business model to achieve these cost reductions."

In brief, the proposal includes the following:

- Closing or consolidating a substantial number of facilities
- Expanding the first class delivery window from 1-3 days to 2-3 days
- Eliminating Saturday delivery

To keep mailers informed, the USPS has created a web page specifically for the industry at <http://bit.ly/qH7Yi9>. The site contains a list of processing plants to be studied, an FAQ, and fact sheets regarding the proposed changes.

Says Prompt's Dennis Lacognata, "The reorganization is a necessary plan, because the decline in mail volume has led to an unsustainable infrastructure. What we anticipate is that our customers will have to adjust their mail plans to allow more delivery time, especially in areas of the country where the distance between remaining processing locations will become significant."

Prompt's Spring 2012 workshop will focus on the postal reorganization and

its ramifications. "We want to ensure that our mailers have the most up-to-date information possible, so we can help them minimize any disruption in their mailing schedules," says Dennis. Snap the QR code at right to see a video on this topic.



## Keeping You Posted

*The Latest Industry News from the USPS*

### USPS Files for 2012 Price Changes

A 1-cent increase for first-class stamps is among the requested price changes just filed with the Postal Regulatory Commission. Highlights of the new pricing, effective January 22, 2012, include:

- Letters (1 oz.) – 1-cent increase to 45 cents
- Letters additional oz. – unchanged at 20 cents
- Postcards – 3-cent increase to 32 cents
- Letters to Canada or Mexico (1 oz.) – 5-cent increase to 85 cents.
- Letters to other international destinations – 7-cent increase to \$1.05

Prices also will change for other mailing services, including standard mail, periodicals, and package services. There is good news for first-class presort mailers, however. When the new prices take effect Jan. 22, the second ounce for presorted letters will be free.



As always, Prompt is here to help. Call us with any questions on the proposed rate changes and how they may affect your 2012 mail plans.

### New Requirements for Folded Self-Mailers

Folded self-mailers are facing a host of proposed changes to receive automation letter discounts. Briefly, these include:

- Heights 3.5"min, 6"max
- Lengths 5"min, 10.5"max
- Weight up to 3 oz. max
- Host piece panels 8 max
- Specific required minimum paper weights on individual mailpiece designs
- Different closure methods required on various designs (tabs and or glue)
- Tab placement and tab size vary on different designs

## PROMPT SUCCESS STORIES

### *Using Profiling and Modeling to Tap into Fresh Prospect Names*

When the *New York Daily News* expressed interest in new sources of prospect data, Prompt Mailers had a solution in mind. With traditional list source universes shrinking as a by-product of the digital age, the timing seemed right to tap into demographic enhanced compiled sources. To do this successfully, Prompt suggested that the *Daily News* profile its current subscriber base in good standing and use that information to create a look-a-like or "model" scenario. This approach is the basis of Prompt's profiling and modeling service. A model also offered a lower acquisition cost because the per-thousand rate is generally lower than controlled circulation lists.

Prompt SVP Dennis Lacognata notes, "I tapped into Steve Elias' background and expertise on the list side to get this done for the client."

Steve notes, "We received the *Daily News* subscriber list less bad pays, and some prior mail files. We created the profile and model in early October 2010." Using this information, Prompt identified variables consistent with the *Daily News* subscriber base. That analysis was used to create a prospect model.

The end result was a prospect pool of over six million records. Prompt broke this pool down into 10 top deciles according to likelihood of response. To date, the *Daily News* has mailed to 750,000 of these names. Results thus far have matched or exceeded traditional sources at a much lower per-thousand rate.

In addition to a new universe of names at a lower rate, Prompt's model also provided the *Daily News* with actual demographics that were used to create offers for a recent

mailing. "Instead of just a one-time list rental, the model also provides additional strategies with demographic appends that can be tailored to offers," says Steve.

Modeling can be used to not only create a prospect universe that displays a higher propensity for response, but also to "score" a customer's own internal lists or exchanges. Call Steve at (718) 447-6206 ext 126 if you are interested in learning more about this approach.

With tightened budgets and ever-rising acquisition costs, better targeting has never been more important. Profiling and modeling, whether off-line or online, are the right steps to take in evaluating campaign strategies.

## Safeguard Your Data

### *By Phil Catalano, Data Processing & Cross-Media Marketing Specialist*

As we all know in business, it's necessary to take risks in order to be successful, but we need to evaluate those risks in order to make a sound decision. Would it be good business practice to risk your most important asset — your customer? We didn't think so.

Now more than ever, data is the key driver of personalized direct marketing campaigns. Using cross-channel delivery and variable data printing, marketers have the ability to deliver more targeted, relevant and personalized communications to their audience, all while lowering their cost per response.

These are great tools to utilize, but they pose a great danger that many seem to overlook. Many people attach their data to an email and simply click send. They don't give any thought about the path that data takes to its "intended" destination. It's wide open and up for grabs once it goes past your firewall, and trust us, there are people

out there "snooping" through the internet looking for just that — your data!

Imagine if that data contained personally identifiable information, such as social security numbers or account numbers, or just simply a list of your best donors. Would you want that exposed to just anyone? Of course you wouldn't.

That's why Prompt strongly recommends taking the necessary measures to protect these important assets. We recommend encrypting sensitive information using tools such as PGP when transmitting data, including imaging proofs that contain personal information. A much more simpler and secure way is to utilize the Prompt SFTP (Secret File Transfer Protocol) to transfer sensitive data and proofs. Here at Prompt we service a variety of industries, so it's critical for us to be compliant when it comes to data security. We have the proper personnel along with a strong password management process in place

to ensure safety and compliance. For our pharmaceutical clients, rest assured that we are HIPPA compliant. All data personnel are briefed and tested on HIPPA compliance requirements.

Regardless of the unique data security needs of your industry, we value your business and take every measure to protect your most important assets. Our FTP site is simple to use, resides behind a firewall and features 128-bit encryption so your data and/or proofs are stored securely and quickly. Simply go to <http://portal.promptmailers.com> and you can send a request for your own FTP site to be set up here at Prompt — AT NO COST TO YOU! Choose your own username and password to gain access to your own private space on our servers. When you send us data or artwork, simply log into your FTP site, follow the simple instructions to upload, and you're done. Rest assured that your data stays between us and can't fall into the wrong hands.

## Research Finds Consumers Welcome Direct Mail & Email Over Mobile

Despite the growth of smart phone popularity, a recent survey by marketing technology company Acxiom shows that these devices may not yet be viewed as the main contact and entertainment source by many users.

Acxiom's survey found that just 12% of existing customers thought ads on their mobile phones were appropriate; even fewer (9%) felt that way about text messages. According to the research, more than half of respondents favor postal mail; 71% are happy to receive mail from brands they already buy.

Email was also popular with 78% of existing customers willing to accept this form of contact. For prospective customers, the figure dropped to 52%,

but it remained the second most appropriate way of targeting.

The research illustrates why cross-media campaigns — those that leverage multiple channels — can deliver significantly improved response rates, according to Prompt's Dennis Lacognata.

Says Dennis, "The way customers interact with brands is constantly shifting. Using a multi-channel strategy — one that incorporates direct mail, email, and QR codes or PURLS — increases the likelihood that you're engaging a consumer in their preferred channel."

To explore the benefits of adding a cross-media component to your next mailing, call your Prompt representative at (718) 446-6206.

## Prompt in the News

### *Multi-Touch Client Campaign Achieves 260% ROI*

Prompt Mailers' work on a multi-channel promotional campaign for the American Institute of CPAs was featured in the August issue of *Target Marketing*. The campaign, which combined direct mail, email, QR codes, and a PURL (personalized URL), was designed to upsell members on the AICPA Tax Section, a value-added group whose members specialize in taxation issues.

A case study appeared in the popular "Nuts & Bolts" section of the magazine, which showcases smart marketing solutions. According to AICPA Marketing Manager Charlie McClamroch, the campaign realized a 260% ROI of print, postage and campaign administration, as well as nearly 10,000 PURL visits.

To read the case study: <http://bit.ly/p2ZVz7>

## Prompt Partners with St. Francis College Marketing Students

When attending St. Francis College in Brooklyn Heights back in the day, Dennis Lacognata's most memorable class was one in which he received practical, hands-on exposure to the business world. Today, he and Prompt are helping current St. Francis students gain the same type of invaluable experience.

Working with Adjunct Professor Jeannette Robertson in the college's business management department, they put together a class project in which students would team up to present a branding and marketing plan to Prompt. The winning team will be offered the opportunity for a one-semester internship at Prompt next year.

Says Professor Robertson, "Interacting with a real company like Prompt, students learn so much more about the practical aspects of marketing and how a marketing manager can add value to the organization."

The benefits of an opportunity like this one extend beyond hands-on marketing, adds the instructor. "By taking on this project, students gain experience in developing so many important skills — research, time management, even public speaking and PowerPoint presentation skills when they present their proposals at the end of the semester."

The class toured the Prompt facilities on October 13. Says Dennis Lacognata, "We're really looking forward to the ideas the students will present, and glad we can help them gain some practical experience in the marketing field."





Prompt Mailers, Inc.

PRSR-STD  
U.S. Postage

**PAID**  
PMI

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## Connect with the Direct Marketing Community

Looking to network with like-minded marketers and stay up to date on the latest direct marketing news and tips? Connect with Prompt today:



**Facebook** — [facebook.com/promptmailers](https://facebook.com/promptmailers)



**Twitter** — [twitter.com/promptmailers](https://twitter.com/promptmailers)



**LinkedIn** — Join our group at <http://linkd.in/gZWsdB>

## New Cut Sheet Printers Double Print Capacity

Prompt has two new Minolta Pro 1200 printers up and running on the shop floor, just waiting for your next black & white printing job. These cut-sheet laser printers feature the latest LED technology for exceptional image quality, in-line collating and stitching, and duplex printing capability.

According to VP of Operations Tom Masucci, “These new printers more than double our printing capacity, which means better turnaround for our customers on tight-deadline jobs. The output rivals offset, and we can print on a variety of heavyweight or textured stocks.”

For print samples, call Tom at (718) 447-6206 ext. 122.



## PromptMissionStatement

PMI is passionate about their commitment to provide their clients with quality, care and exceptional results. Our staff is driven by dedication and commitment to provide you with the best service. Our company believes that in order to be competitive we must provide outstanding services to each project including quality, service, convenience and above all, value. □