



Prompt Mailers, Inc.

PROMPTLY *Speaking*

VOLUME 14

FALL 2010 NEWSLETTER

New Program Offers Deeper Drop Ship Discounts

Prompt has just launched a pilot co-palletization program for processing Standard Letter mail that allows more mailers than ever to benefit from bigger drop-shipment discounts. We have created a static list of entry points from a combination that includes all BMC/ASF facilities and an optimum selection of SCFs.

The program is an enhancement of Prompt's popular consolidation program, which has already saved clients well over \$1 million in postage since its inception.

Says Prompt's Dennis Lacognata, "This new program allows smaller mailers to enjoy drop-shipment discounts. More mail will qualify, and all participants will benefit from not only reduced postage costs, but also faster delivery times. Best of all, everything is handled automatically — our customers don't have to do anything differently to see the savings. We will work with you to define the best parameters to use on campaigns so only the most suitable mailings are selected for co-pal and all possible advantages are explored."

Prompt Success Stories

Grand Opening Mailing for Morristown's 40 Park

When Woodmont Properties wanted to capitalize on pre-sales opportunities for its luxury development in the heart of Morristown, NJ, the builder turned to Prompt Mailers for help.

According to Woodmont Marketing Coordinator Chris Camy, "Prompt suggested a mailing list that fit our demographics, and helped us generate a lot of pre-sales activity through the winter months, which are historically slow in the real estate industry."

When it came time for the project's Grand Opening, Woodmont again called on Prompt's services — and

received a 50% response to its invitation mailing. "Prompt couldn't have given us better guidance," says Camy. "The 40 Park Grand Opening was the event of the year in a soft market — just 30 units remain available."

Woodmont views Prompt Mailers as the ideal marketing partner. Camy explains, "We know our audience; they know how to reach them. Prompt understands our objectives and asks the right questions." She's also looking forward to implementing some of Prompt's integrated marketing tools on future projects. "When we're ready, we know Prompt will be there."

Cross-Media Marketing Challenges

As marketers, we are constantly tasked with finding the most effective, strategic way to communicate with and sell to our customers. The economy and ever-changing trends in consumer purchasing habits only add to the challenge.

A recent DMA trends survey discusses how marketers are experimenting with many channels. While digital and social networking continue to provide new response rates and return on investment statistics, traditional direct mail still holds the largest share of marketing budgets.

So, how can you be nimble, and find the right mix of methodology that works for your product or service? Personalized cross-media brings such a mix to the table for "nimble marketing." Using a traditional direct mail channel in the form of print and bridging it with a digital personalized URL (PURL) is becoming more and more the method of choice.

Personalized cross-media marketing in the form of PURLS and QR codes (see story p. X) have been getting a lot of press lately. Marketers are seeing the lift provided by more targeted, personalized messaging. Personalized landing pages can be simple or very involved, depending on your strategy, and foster a highly effective one-to-one conversation.

For more information on integrating this cutting-edge technology into your next marketing initiative, call your Prompt rep or email promptpurls@promptmailers.com.

Fall Warehouse Cleanup Scheduled

The processing paperwork on all projects coming into Prompt now includes an additional line item — instructions for any remaining materials once your mailing is completed. Prompt clients can choose to have overs returned to them, recycled, or stored for future usage at a monthly fee.

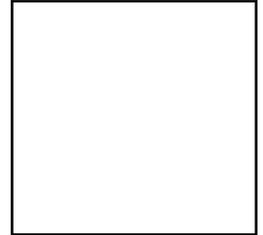
As part of our fall warehouse cleanup, we'll be discarding all materials 12 months or older for which no instructions have been provided. If you would like currently warehoused materials shipped back to you — or inventoried and cataloged for your reference — please call your Prompt account rep by October 29 for a pricing estimate.

Quick Response Codes

What you need to know for your next integrated marketing campaign

By Phil Catalano

There has been a lot of talk recently about Quick Response codes, commonly referred to as QR codes. With the increasing use of smartphone technology, “smart” U.S. marketers are taking advantage of this emerging channel, which originated in Japan and is now widely used throughout Europe.



With the greater bandwidth of 4G networks on the horizon across the U.S., mobile devices will soon be as fast and efficient as a desktop connection — which means that QR codes should be on your marketing radar right now.

What's a QR Code?

A QR is a two-dimensional matrix barcode. Simply stated, data is encoded and stored in two directions, rather than the more common single direction of a typical barcode, such as a UPC. Two-dimensional barcodes can store several hundred times the amount of data compared to a one-dimensional barcode.

How are they used?

Smartphone users use a QR code reader app to scan the code. Information that is commonly encoded includes URLs, contact information such as an email or mailing address, or a calendar event. Users simply point and click the QR code, and the reader decodes the information and performs the desired action. For example, if your QR code included a URL, the smartphone would automatically launch its web browser and direct the customer to the encoded website address — no clumsy typing necessary.

Where do smartphone users get a QR code reader?

Blackberry users with Blackberry Messenger 5.0 have a built-in QR reader. It also contains a QR Code with the user's BBM Pin, allowing users to scan each other's codes and automatically be connected to friends' BBM networks. Other popular readers include ScanLife (scanlife.com, or getscanlife.com from your mobile device) and Bee Tagg (beetagg.com or get.beetagg.com). I suggest researching readers directly from your smartphone so you can see which reader is supported by your particular mobile device.

How can QR codes be used in a highly effective integrated marketing campaign?

Glad you asked! Simply scan the QR code at left (or type the URL into your browser if you don't have a smartphone) to learn more about leveraging QR code functionality to improve response rates on your next mailing campaign.

THE POSTAL INCREASE

Why Wait to Improve Your Mailing Effectiveness?

By Steve Elias

As we await news on the proposed rate increase (see Keeping You Posted, p. X), proactive mailers are using these eight tips to tighten their targeting and mail more cost-effectively:

1. Ensure the quality of your mailing database so you minimize undeliverable-as-addressed (UAA) mail. Quality control has never been more crucial, so consider appropriate accuracy incentives for your data entry department. With addresses transferring among different data environments, the probability of incomplete information—such as missing apartment numbers—is high.
2. Remove duplicates from your mailing files. Merge/purge is simply a best practice.
3. Take a closer look at your creative process. Consider the potentially expensive consequences of the proposed dimensions of an envelope or self-mailer. That perfect square may be eye-catching, but will the additional processing costs be worth it? Certain campaigns can gain value from an unusual dimension or mail-piece thickness. In those cases, go for it! But consider whether it makes more sense to challenge your copywriters to come up with stronger teasers and headlines that lead to action. A powerful teaser may pack a punch, but it's pretty easy on mail-processing equipment.
4. Target your mailings as never before. Your current subscribers, members or customers have already given you a way to mail in a more targeted fashion. Profiling and modeling through demographics create a powerful tool. Measure your responses to glean data on the lists that have worked and the geographic areas that have responded. With higher per-piece costs on the horizon, you have a strong incentive to take advantage of the numerous demographic criteria and data overlays available to you. The more narrowly you concentrate your list selections, the better you can shape a message that speaks directly and effectively to your audience, thus improving response rates.
5. Run NCOA data against your housefile at least once every three months. Given that one of every seven Americans changes his or her address in a given year—approximately 5 million quarterly, according to the USPS—this recommendation reflects the reality of keeping up with the relocation habits of American consumers. While NCOA attaches an up-front cost to your mailing budget, it converts to savings over time as mailings hit their mark more regularly. There also are various proprietary change-of-address products that can capture additional updated address data for consumers who haven't notified the USPS of a move.
6. When you do run the NCOA file, make sure you request any address changes and use them to update your files. Not every mailer remembers to do this, even though it ultimately helps you to qualify more mail pieces for lower processing rates.
7. Leverage UAA files. New sources of knowledge built from the postal service's Address Correction Service allow you to receive change-of-address (COA) and other reasons for non-delivery electronically. This is a huge value for standard mailers, as on average 7-15% of standard mail is undeliverable and likely tossed.
8. Consider deceased screening. Flag and suppress records that match the deceased file to help you save on mailing costs.

When you integrate these eight tools into your marketing plan, the result will be better data quality, up-to-date lists, and precision-targeted selections — all combining to increase your overall returns on every marketing dollar spent.

Prompt welcomes the following new employees who have joined us since our last newsletter:

Production

Christopher Lauria
Debra Mournet
Bryan Savin

In the Office

Scott Foley

Data Processing

Phil Catalano



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Richard Masucci, President
Dennis Lacognata, Senior Vice President
Thomas Masucci, Vice President

PRSR-STD
U.S. Postage

PAID
PMI

Celebrating the 2010 Prompt Employee of the Year



Every year, Prompt Mailers recognizes one exceptional employee — a difficult task in a company whose entire staff is dedicated to going the extra mile every day.

For 2010, the company honored Chief Information Officer Paul Rutigliano as its Employee of the Year. According to HR Manager Gayle Friscia, Rutigliano was chosen for his knowledge and expertise in the IT field, and the creative technology solutions he's implemented at Prompt over his nearly three years with the company.

Says Friscia, "Paul is not an 'arm chair' critic. When he brings you a question about a procedure or a methodology, he also brings recommendations and solutions. Paul has been a part of so many projects, both internal and customer-oriented, that keep Prompt moving forward in the right direction."

Congratulations, Paul!

New Equipment Streamlines Booklet Tabbing Requirement

The USPS requirement for three tabs on booklet-type self-mailers threw many mailers for a loop, requiring increased lead times and multiple passes to comply with the latest regulations.

That's why Prompt's Richard Masucci was delighted to spot a new piece of equipment at this year's MAILCOM Global Convention. Working in-line with an inkjetter, the machine allows Prompt to affix three tabs in a single pass to meet the latest postal regulations.

The new machine is manufactured by Kirk-Rudy,

a favorite on the Prompt floor. "Kirk-Rudy is one of the top manufacturer in our industry — they're real workhorses," says Masucci. "Using this machine, we can handle higher volumes in a more reasonable amount of time. We're always on the lookout for ways to strengthen our responsiveness to our customers, and it was well worth the investment to improve our turnaround time."

Have a booklet project that can benefit from Prompt's tabbing expertise? Call (718) 447-6206 for details.

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. □