

# Postal Optimization *Reduce costs through mailing efficiencies*

In today's world of rising costs, saving money on your postage is one way to keep your budget contained. Through our postal presort and containerization solutions, we can reduce postage costs, maintain the integrity of your mailpiece and provide deeper postal penetration. In fact, in a single year, QuadData Solutions applied its postal optimization expertise to 3.2 billion mail records, resulting in significant savings for our clients.

## Getting you the greatest postal discounts

Efficient preparation of mail results in less work for the United States Postal Service, and it, in turn, rewards mailers with additional discounts. That's why QuadData Solutions starts by processing your list to the highest level of sort. Prior to the presort process, we ensure your file has been cleansed, standardized and CASS-certified, which is critical to qualifying for the available discounts.

Next, postal presort arranges records in mailing lists by ZIP code. This creates packages of mail that obtain the highest possible postal discounts for each class of mail (based on postal regulations). Packages of mail are then containerized in trays, sacks, cartons and/or pallets, which we optimize as well. Adjusting the minimum per pallet level helps us to attain the best possible discounts available. All these minimum adjustments are well within the USPS regulations.

## QuadData Solutions' postal optimization services include:

- PAVE-certified presort
- Add-a-Name
- Saturation address rental
- Firm identification coding
- Package services barcoding
- Selects/segmenting

ZIP Code			
5	3	0	7 2 - 1 1 1 2
Basic	3-Digit Sort	5-Digit Sort	Carrier Route Sort
51387	53072	53072	C006
52072	53072	53072	C006
52198	53089	53072	C006
54940	53089	53072	C006
54954	53089	53072	C006
55185	53090	53072	C006
55217	53091	53072	C006
56454	53091	53072	C006
56620	53091	53072	C006
58324	53092	53072	C006

More efficient mail sorting and deeper postal penetration result in lower postage. Upcoming changes to postal rates, 11 digit delivery point barcoding and automation requirements will mean even more incentives for accurate postal processing, sortation and optimization.

### We'd like to tell you more

At QuadData Solutions, we offer comprehensive data-driven marketing capabilities that can be tailored precisely to your needs. For details, please contact us today.