



# iAddressUpdater

May, 2011

Volume 4, Issue 5

## PoCAD Updates Continue!

This is a reminder that, in response to industry concerns, changes are being made by Canada Post which will impact your Statement of Accuracy. These changes are as follows:

- Large business building postal codes will be excluded from the accuracy score. Approximately 10,000 large business building postal codes are excluded in the data valid from June 17, 2011 to July 14, 2011. Customers with business lists containing suite information should see improvements in their accuracy scores when using this data.
- The new expiry date for excluded addresses, both residential and business, will be January 1, 2012.
- Canada Post will be rolling back some postal codes to the Postal Code Address Data so that they can conduct quality checks on the PoCAD data. These changes will be reflected starting with the July 15, 2011 to August 11, 2011 data file.
- The postal codes being rolled back will include both residential and business addresses. There will be no indication to the mailer as to whether the data used to correct a specific address is at the postal code or point of call level.
- As Postal Code range data is verified by Canada Post, it will be gradually replaced with the Point of Call Address Data. This process will take many months and will allow mailers additional time to update their mailing lists. The plan as to how the data will be replaced is still being finalized.

You should start seeing increases in your accuracy scores within the next two months, in particular for files with business addresses. If you don't see better scores or have questions regarding these changes, please contact [Kristi@flagshipsoftware.com](mailto:Kristi@flagshipsoftware.com) or [support@flagshipsoftware.com](mailto:support@flagshipsoftware.com).

## Alternate Delivery Service

In the event of a labour disruption, daily alternate delivery is available to business addresses in many major cities across Canada. For more information, please contact [Kristi@flagshipsoftware.com](mailto:Kristi@flagshipsoftware.com).

## Address Quality

Michael Maguire of Neopost US had an excellent workshop at the National Postal Forum in May, 2011. His presentation was entitled "Company Wide Address Enrichment Strategy". Michael presented excellent information on the value of an address beyond just the mailing campaign. He graciously allowed us to summarize some of his points in our newsletter.

Michael made an excellent point: if you don't have a good address, there is no point in worrying about the mail piece design, printing specifications, postage savings or which carrier to use. Without a proper address, the piece isn't likely to arrive anyway! Control over the address ensures control over mailing and shipping success.

The basis of the workshop was how to establish the value of the postal address within organizations. As lettershops are well aware, many companies do not truly understand the importance of complete, correct and current addresses. They often only see address cleansing as a necessary evil before a mass mailing. However, Michael points out that postal addresses are inherently valuable to the organization and are certainly more entrenched than an e-mail address. Addresses are:

- An intangible corporate asset, not unlike patents, trademarks and copyrights;
- A fundamental means of communication with your customer;
- Important demographic information (urban/suburban, middle class/upper class, etc.);
- More permanent than a telephone number or e-mail address; and
- A legal place of residence or business.

It is important for companies to realize that there are three address quality opportunities. These include on physical entry (call center, data entry, website), in the internal database (maintenance), and before delivery (lettershop, courier, first class mail). Accessing postal discounts or avoiding postal surcharges may be the motivator for cleansing before delivery but ignoring the other two opportunities removes much of the value of an address. Michael points out that an address is worth so much more than a postal discount; he asks a great question: "did you ever send a birthday card because you got a presort rate?" Obviously companies send communications for more than just a good postal rate; poor address quality guarantees a poor ROI on marketing campaigns and can impact cash flow when invoices and statements are delayed or undeliverable due to missing or incorrect information.

To summarize, Michael listed goals for address enrichment within companies. These include optimizing lists and maintaining customers. Address enrichment allows companies to get marketing materials, products and invoices to the intended recipient in a timely manner. Ultimately this allows companies to make better business decisions. Bottom line: an address is worth far more than a postal discount!



## REMINDER: Important Notice!

Technology continues to advance at a rapid pace and Flagship Software is committed to providing a high-level, quality product to its customers. In order to continue to be progressive and support current technologies, we must let go of the past! Please be advised that as of **May 31, 2011**, *iAddress*™ will be supported on **Windows XP® and higher** operating systems on your PC. This includes Windows Vista® and Windows 7®. To support the larger Canada Post databases, we also recommend a minimum of 1GB of RAM. If you have questions about compatibility or minimum operating requirements, please contact [support@flagshipsoftware.com](mailto:support@flagshipsoftware.com).

## Quotable Quotes from the NPF

Here are some great quotes collected from the National Postal Forum!

On why your piece needs to be unique and compelling:

“Your mail is not competing with a million websites. It is competing with whatever is in the mailbox at the time.” Patrick Donahoe, Postmaster General of the USPS

On the importance of regular address cleansing:

“Addresses are like milk and not like wine. They DO NOT get better with age.” Michael Maguire, Neopost USA

“Data errors are like weeds: they spread quickly and put down deep roots.” David Raab, Direct Marketing

“When was the last time you dialled the wrong number and got the right person?” John Wargo, USPS

On the industry:

“The future of mail will be less about volume and more about value.” Kent Smith, USPS



## National Postal Forum

The mood at the National Postal Forum (San Diego, CA from May 1<sup>st</sup> to May 4<sup>th</sup>) was definitely more upbeat than it has been in the past couple of years. Mailers are seeing increases in volume especially in marketing mail. The USPS has launched a new initiative, Every Door Direct Mail (EDDM), which is similar to Canada Post's Unaddressed Admail service. Although many US mailers are not pleased with this service as they feel it competes unfairly with their own services, the USPS has started heavily promoting EDDM to mailers.

The new Postmaster General, Patrick Donahoe, gave an inspirational keynote speech to open the Forum. He outlined USPS research that shows people still value and want their mail even with internet and social media. Starting in September, for the first time the USPS will begin advertising mail through direct mail (naturally!), television, and print ads. Attendees were shown previews of some of the catchy ads promoting the value of mail to both consumers and businesses.



Along with US postal expert Rick McConville of Axiom, Flagship Software's General Manager, Kristi Kanitz, presented “Mailing Across Borders” at the NPF. It was well attended by both seasoned mailers to Canada as well as those looking to start to mail. It was a great opportunity to promote mailing into Canada! Kristi would like to extend a big thank-you to Rick for being an entertaining and informative co-presenter and hopes to do it again next year!

## Web Training Available

Flagship Software continues to offer web training!

If you would like a refresher course on *iAddress*™ or if you have new hires, please contact Carolyn at [carolyn@flagshipsoftware.com](mailto:carolyn@flagshipsoftware.com) to schedule a session.

