



# iAddressUpdater

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## Welcome Back!

After a mild winter, the summer was hot enough to barbeque without the gas! We hope you enjoyed a restful time with your summer. Our newsletters will now be restarting monthly with updates on our products and the industry. Please let us know if you have any questions about information in the newsletter or would like more information on a particular topic. We can be reached at:

Flagship Software Ltd.: 416-410-6357 (GTA)  
1-866-672-0007 (toll-free)

Administrative Office: Extension 5  
[admin@flagshipsoftware.com](mailto:admin@flagshipsoftware.com)

Technical Office: Extension 3  
[support@flagshipsoftware.com](mailto:support@flagshipsoftware.com)

## New Container Labels for Admail/Pubs Mail

Canada Post is requiring new container, monotainer and pallet labels effective January 14, 2013. These new labels will contain a 2D bar code rather than the existing 4 state bar code. Samples of the new bar codes are shown below. These new labels are required for Addressed Admail LCP and Machineable Presort as well as Publications Mail LCP. Use of the new labels is optional for Incentive Lettermail LCP and is not required for NDG and Machineable mail.

The label redesign will provide new data fields for mailer use in addition to streamlining induction and sortation processes within Canada Post. Please ensure you are printing using a laser printer and using the appropriate stock for labels.



## Business Excluded Addresses

This is a reminder to our customers that the transition period for excluded business addresses ends on January 11, 2013. This applies to specific large urban business addresses with suite numbers. If you have large B2B files, please ensure you check your Validation Report/Statement of Accuracy to determine whether you have excluded addresses (listed as "Excluded Apartment Addresses). Currently, these addresses do not count against your percent valid/corrected. However, after January 11, 2013, they will be counted in your uncorrectable percentage.

If you are having difficulty resolving excluded addresses in your file, please contact [Kristi@flagshipsoftware.com](mailto:Kristi@flagshipsoftware.com).

## US Mail – Folded Self-Mailers

Changes were made this year to the USPS Folded Self-Mailer regulations. These come into effect on January 5, 2013. It is important that mailers review the new regulations and plan for any design changes necessary. Changes include new size, shape and aspect ratio requirements, panel maximums, glue and tabbing options as well as other design options such as die cuts, perforations, loose enclosures and attachments. For more information on the specifications, please visit the RIBBS website at the following link:

<https://ribbs.usps.gov/index.cfm?page=FSM>



## DM in a Recovering Economy

As companies plan their fall and winter advertising campaigns, now is the time to remind them that, in spite of our high-tech society, Direct Mail (DM) should stay in the marketing mix. When budgets are cut, DM is often on the chopping block with either smaller campaigns or a complete cut. Kurt Konow, a marketing strategist with Ricoh, notes that "it is more important than ever to show that direct mail is still bringing in returns...because it's often the first thing to be eliminated."

Marketers don't always understand that DM has a consistently high ROI especially with the right approach. PRWeb (July 18, 2012) notes in an article on personalized DM that in the US, mail is the largest retail network; larger than McDonald's, Starbucks and Walmart combined. The same will hold true in Canada – it is the only medium that reaches every household and business in the country.

Best practice in DM includes the following:

- Integration with social media and online marketing. Combining print marketing with Facebook offers, promotional text messages and e-mails increases consumer response over DM alone.
- Personalization as much as possible. This establishes a relationship between the recipient and the business which can translate to conversion, customer loyalty and increased sales. In addition to using the recipient's name, personalization can include sticky notes or hand-written notes on the promotional materials, adding samples or humour, and providing targeted special offers.
- Response rates should be monitored and marketing materials tweaked. This could be seasonally, with style changes, or to increase relevance to the target market. Remember too, that different versions to different target demographics will provide a better ROI than a generic offer to the entire group.
- Follow-up with responders. This could include sending offers or notes to continue the relationship.

So, if you are looking at marketing your business or you are advising your clients on their marketing efforts, keep Direct Mail top of mind. It is a tried and tested strategy to attract new customers and maintain loyalty among existing ones. Tying in high tech and personalizing in a variety of ways will boost the ROI even further. DM is worth the investment, even when marketing budgets are being strained.



## Office Closure:

The Technical and Administrative Offices will be closed for Canadian Thanksgiving on Monday, October 8, 2012. On-call support will be available by calling the Technical Office.

## Web Training Available

Flagship Software continues to offer web training. If you are a new customer, 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 web session.



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