Welcome Back!

We hope your summer was restful and relaxing. We will be restarting our newsletters with monthly updates on our products and the industry. If you have a question or comment on any of the information contained in the newsletter, please let us know! We can be reached at:

Flagship Software Ltd.
416-410-6357 (GTA)
1-866-672-0007 (toll-free)
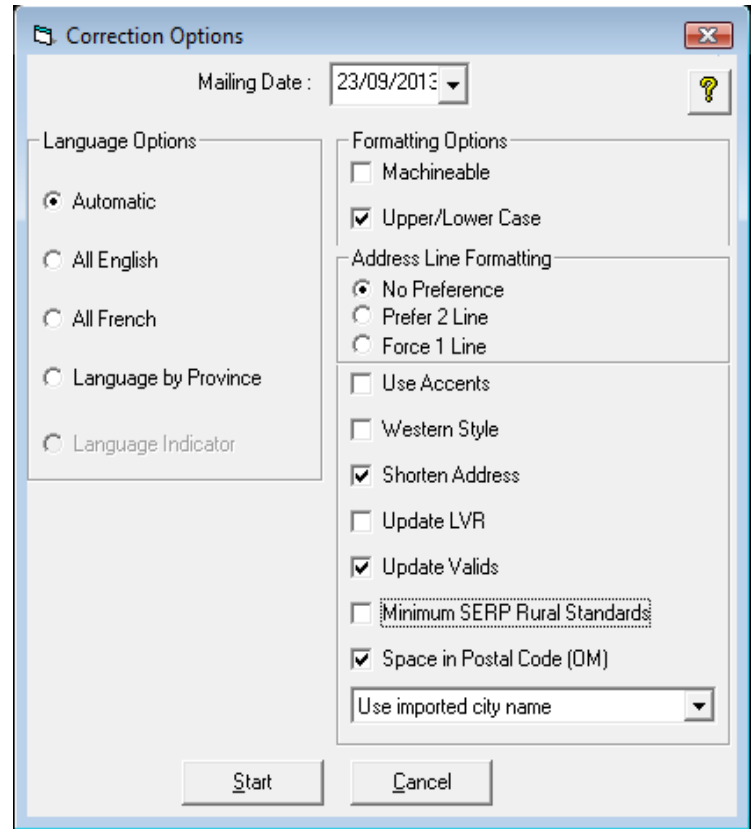Administrative Office:
Extension 5
admin@flagshipsoftware.com
Technical Office:
Extension 3
 support@flagshipsoftware.com

Change to Correction Options

On the Correction Options screen, the "2 Line Address" option has been changed to provide three choices. They are as follows:

1. **No Preference**: This option will format the address according to Canada Post rules. In most cases, the address will remain as one line. If the address is two lines, it is important to note that the rules require the most important delivery information to be placed on the second address line rather than the first. In the case of a two line address with suite information, this means the suite information will be placed on line 1 and the civic address on line 2.

2. **Prefer 2 line**: When this option is selected, the software will attempt to place the address information on two lines. It is very important to note that Canada Post rules require the most important delivery information to be placed on the second address line rather than the first.

3. **Force 1 line**: This option will attempt to place all address information onto one line. If the address will not fit into one line, it will be marked as uncorrectable with the reason code as "Will Not Fit".

Whether or not you are choosing one line for your results, it is important to always include ADD1 and ADD2 when printing as there are circumstances where uncorrectable addresses may contain both address lines. Both ADD1 and ADD2 can be placed on the same line when printing.

Questionable Address Filtering

Questionable rural addresses are ones identified by the software as potentially missing important delivery information. This flag indicates your mail delivery may be delayed or compromised. These addresses should be examined and resolved or removed from your mailing.

There is a simple way to filter your questionable rural addresses after correction. It is the Address Filter option and can be accessed in two ways:

1. Clicking the "Filter Records by Correction Type" button on your Validation Report screen; or

2. Clicking Address Management/Filter Mailing/Address Filter

See screen shot on next page

Once at this screen, click the option for Questionable Addresses. You can then view them, export, save or exclude them from your mailing.

The Enduring Value of Direct Mail

The following article by Kristi Kanitz, General Manager of Flagship Software Ltd. was published in the August, 2013 Direct Marketing Magazine (www.dmn.ca).

The recent CBOC report left many readers wondering what the future of the postal industry will look like in Canada. With the volume of mail declining and costs increasing, how can it possibly survive? And should it survive? The CBOC report gave a pretty discouraging view of the future of mail from the perspective of the consumer. So in the face of this gloom and doom, can direct mail possibly still deliver in your marketing mix?

The answer is a resounding "YES". With declining volume, the items in the mailbox take on a more prominent position. Add targeting, customization and personalization, and DM becomes much more attractive and relevant to the recipient.

A Direct Mail Information Service report indicates that 63% of recipients read the DM they receive and the DMA's 2013 Factbook shows that 65% of consumers have made a purchase as a direct result of DM. In the non-profit world, the ROI on DM can be very high. Kent Dove's "Conducting a Successful Fundraising Program" (2001) indicates that pieces to current or recently lapsed donors can produce a response rate of as much as 50%.

Studies consistently show that recipients are more receptive to DM than e-mail. They spend more time looking at a direct mail piece especially if the offer is relevant and catches their eye. According to the Pew Research Center (2013), the average response rate for DM is 4.4% for B2B mailings versus approximately 0.12% for e-mail marketing. Although the USPS states postcards are the most read format, adding samples or other interesting inserts increases this response rate too; according to DMA research, dimensional mailings outperform standard format, including postcards, by 250% while only increasing the cost per lead by 50%. The Print on Demand Institute shows DM has a higher conversion rate than any other medium especially when it comes to lead-generating offers. The conversion rate increases if the offer is personalized.

But isn't direct mail time consuming, complex and expensive? No, says the DMA's "Response Rate Report" of 2012. The cost per lead for DM ($51.40) is very similar to pay-per-click marketing ($52.58) and only slightly higher than e-mail marketing ($55.24). Print advertising sits at $60.50 with telemarketing at a whopping $190.49. Experienced mail houses take the pain out of dealing with complex postal regulations and advances in software and equipment can take days and weeks out of the lead time previously required. Many marketing campaigns can be developed online in minutes using templates, ready artwork and rented lists. Many printers and mailing houses specialize in providing full service to customers – from concept to completion – on tight deadlines.

E-mail is seen by some as a less expensive, less complex method of delivering a marketing message than mail. However, studies show that e-mail works best when recipients are familiar with the brand and have regular contact with the company.

Please proceed to page 3!

Acquisition e-mails have a very low open rate and even lower click-through rate according to the DMA. With spam filters becoming more intelligent and the higher volume of e-mails received per address, inboxes are increasingly crowded. This makes it less likely that the message will be received and opened by the recipient. Marketscan, a UK data provider, indicates that e-mail addresses are available for only about 20% of postal addresses so using only e-mail could potentially be missing 80% of a marketer's target audience. E-mail lists are not as accurate nor has their level of targeting reached the sophistication of direct mail lists.

So what makes direct mail so special? When targeted and relevant, it is much more likely to grab the attention of the recipient which makes them more likely to make a purchase. They spend more time reading or scanning the piece and it is an easy way to receive information that can be kept for days or weeks if desired versus e-mails which are often deleted within seconds after receipt. Studies prove recipients prefer to receive DM over other types of marketing and make them feel more valued. It is considered a more professional method of communication that can provide a better overall impression of the marketer.

Direct mail is efficient and cost-effective for businesses and works extremely well as part of a cross-platform campaign. Whether driving new business or keeping in touch with an existing customer base, DM is a proven performer. Customized, targeted DM is much more sophisticated than the campaigns of old and is attractive to younger demographics as well as the older crowd. While many companies never stopped their mail campaigns, others have realized the ROI available and are beginning once again to make it an important component in their marketing plans.

So dire CBOC predictions aside, smart marketers know that direct mail delivers and are continuing to include it in their cross-platform campaigns. With highly targeted lists and relevant, attractive offers, direct mail stands out in those less crowded mail boxes. With proven ROI and technology advances reducing campaign lead-times, direct mail remains an integral component of marketing now and for many years to come.

Office Closure:

The Technical and Administrative Offices will be closed for Canadian Thanksgiving on Monday, October 14, 2013. On-call support will be available by calling the Technical Office.

~~~~~~

Web Training

Flagship Software continues to offer **Web Training** over the summer! 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** to schedule a web session.

If you wish to be removed from this newsletter list, please email us at **newsletter@flagshipsoftware.com** or call 1-866-672-0007.