



iAddress™ Updater

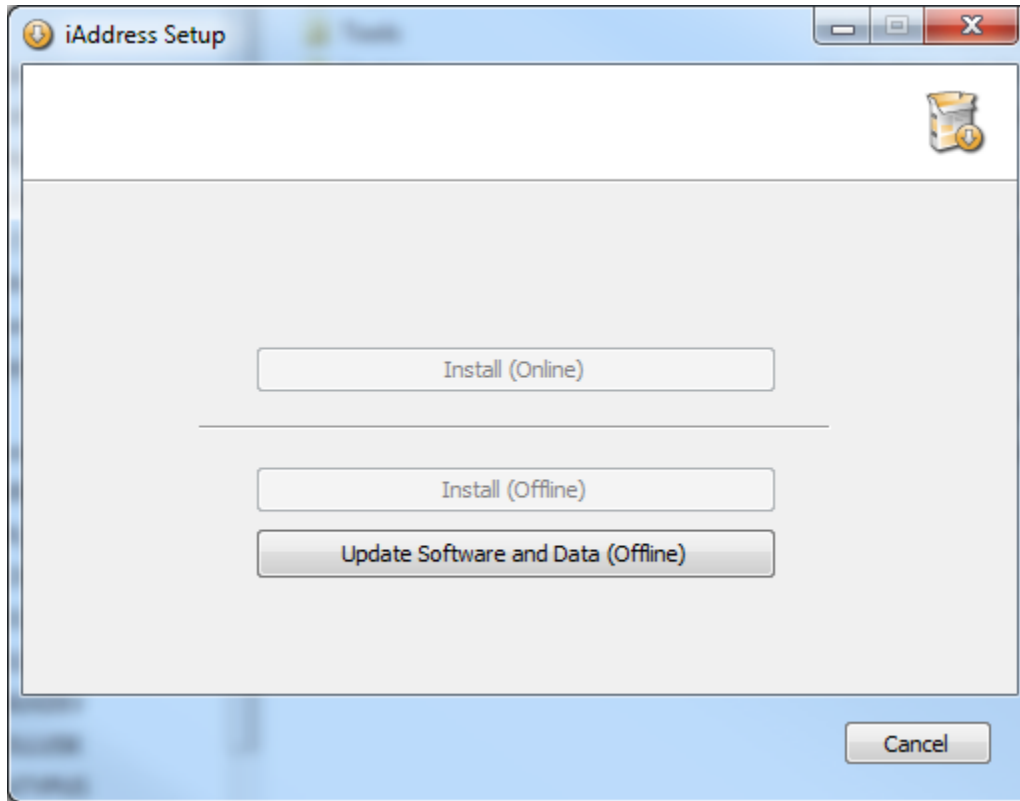
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New Install Screen on DVD

The iAddress™ start-up screen has been changed on the DVD. This is the previous screen:



Now, when inserting the DVD into the computer, the following screen will appear. If it is a new installation, the Install (Online) and Install (Offline) buttons will be available. If iAddress™ is already installed on the computer, the Update Software and Data (Offline) will be available.



It was felt that combining the software and data updates into one step was less confusing to users and more efficient. Please let us know if you have any questions about this change.

iAddressUS™: Labelling Lists

Labelling lists within the US software are used in the presort process. These lists provide active, originating 3- and 5-digit ZIP Code data and the associated destination locations. These lists are being published monthly rather than quarterly.

This major impact of this change is that mailers can now no longer prepare US mailings more than 60 days in advance. New labelling lists are provided for use in the software one month before they can be used. It becomes mandatory to use these lists one month after that date and expire at the end of that month. This is an example:

May 1, 2015 Labelling list published for software developers
June 1, 2015 Labelling list data can be used for mailings
July 1, 2015 Mandatory usage of this labelling list
July 31, 2015 Expiry date of this labelling list

Just like the Canadian data, the induction date is used to determine which labelling list applies to the mailing. This means mailers will need to be very careful with mailings scheduled for the end of the month. If they are delayed for any reason and go beyond the expiry date, the labelling list will no longer be valid and a penalty will be assessed.

As labelling lists have always had expiry dates, this change from a 3 month cycle to a 1 month cycle hopefully will not have a huge impact on mailers. We just wanted to make our customers aware of this change. A complete list of 2015 release, valid and expiry dates is available at:

https://ribbs.usps.gov/intelligentmail_schedule2015/LabelingListandMDFSchedule.cfm

Addressed Admail Mini-Catalogues

As of March 30, 2015, Canada Post has introduced the Addressed Admail Mini-Catalogue. The idea is to use this as an acquisition and retention tool by providing mailers with a cost-effective catalogue solution. The mini-catalogue is only available for Machineable preparation although a similar type catalogue can be produced as Special Handling at a different price-point. The Machineable rate for the mini-catalogue is \$0.45 and \$0.50 for Special Handling for up to 50g.

Requirements for the Machineable Mini-Catalogue:

- Must be a catalogue: list of items for sale with descriptions and/or prices
- Can contain coupons but must not be a coupon booklet
- Can be sent as a self-mailer or in an envelope
- If sent as a self-mailer, must have the fold along the bottom edge plus a clip or spot seal on the top as well as a clip or spot seal on the edge to the right of the address.
- Must be a minimum of 8 pages or panels
- Piece size is 6.1" x 9.6"
- Must meet the Machineable Standard Addressed Admail specifications



Image courtesy of Canada Post

The Power of the Catalogue

After reading about the new mini-catalogues are you wondering if they are worth the investment? Research says a definite yes! Here is why catalogues, which have been around since the 1870s, are still a vitally important part of the direct marketing mix.

- They are a proven marketing tool for acquiring new customers. Canada Post documents a case study with Bonobos, an online-based men's fashion retailer. After a targeted campaign, 20% of their customers made a first purchase after receiving the catalogue. Of visitors to their website, customers who accessed after receiving the catalogue spent 1.5 times more than shoppers who hadn't received the catalogue.
- Recipients keep catalogues for a significant amount of time which keeps the store and brand top-of-mind. They also spend more time looking through a paper catalogue versus apps and marketing e-mails. It is a cost-effective way of getting a significant amount of information on your products and services in front of your customer.
- Catalogues allow marketers the opportunity to track sales generated through the catalogue. There is generally a spike in website traffic after print catalogues are delivered.
- Well designed and engaging catalogues are valued by marketers and customers. They are flexible and can be used to show a range of products, advertise promotions, and provide education on the products and services listed. Many catalogues now incorporate editorial content to further engage the customer.
- Print catalogues are tactile, easy to use, portable, trusted, accessible, and often contain better product overviews than the online equivalents. A catalogue strengthens a brand's image because the customer spends more time with it and the catalogue provides an opportunity to showcase the company, its products and values.
- Print catalogues drive traffic to physical or online stores. A 2011 study shows 38% of consumers look at products in a catalogue first before purchasing online and the United

States Postal Service found that websites using catalogues to drive sales yielded more revenue than those that didn't.

- Digital and physical enhance one another. For example, the integration of augmented reality has been used to showcase products and allow consumers to look at different versions as well as virtually "place" products in their homes.

So now you are convinced that catalogues are the way to go! The next step is to look at the most important factors to consider when creating your catalogue. Here are some best practices:

1. Know who your customers are. Targeting is the key to effective catalogues. Age, income and location are just a starting point. Look at your best customers and then target prospects just like them.
2. Consider the products or services you are advertising. What items will appeal to the widest variety of customers? Can you personalize the offers within the catalogue to various demographics?
3. Ensure your layout is attractive and guides your prospective customers to products they might like to purchase.
4. Make ordering easy: provide multiple purchasing channels so your customers can order using their preferred method.
5. Make sure your catalogue is part of an integrated strategy. Drive to a website or physical location but remember to follow up catalogues with information about upcoming sales or events.
6. Measure results and adjust accordingly. See what sold well and to whom. Tweak your catalogue to maximize results.

Catalogues have been around for almost 150 years for a reason. The Direct Marketing Association estimates that almost 12 billion catalogues were mailed in 2013 alone. They are proven to be effective and reliable while providing a consistent ROI to marketers who include them in their mix. Catalogues are a cost-effective way of bringing in new sales as well as keeping existing customers engaged with your brand. With these advantages, it is no wonder that catalogues are here to stay!

iAddress™ Web Training

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 1-866-672-0007 ext. 3 or carolyn@flagshipsoftware.com to schedule a web session.

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