# iAddress™ Updater

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## USPS Required to Reduce Postage Prices

On Sunday, April 10, 2016, the USPS was required to roll back prices on their products. The increase had been authorized in 2014 as a temporary, emergency surcharge designed to offset losses suffered during the recession. A cap of $4.6 billion was set on revenue for the surcharge at which point the pricing would revert to previous levels. A regular letter reduces from $0.49 to $0.47 and postcards from $0.35 to $0.34. Commercial rates have also been reduced.

## Machineable Mail 2D Barcode

In 2015, Canada Post enabled the use of a 2D barcode for Machineable Mail to provide more flexibility to mailers. This will allow mailers to use script or handwriting, decorative and italic fonts as well as darker backgrounds with the exception of the barcode and its white space.

The barcode is unique to each mail piece and contains the following information:
- Service type
- Destination address information
- Customer number (must match indicia, mail owner or "paid by" party)
- 21 alpha-numeric spaces reserved for mailer use

Placement of the barcode is quite flexible. It must appear on the front of the mail piece and cannot overlap the indicia or the destination address. It can be printed on a mail piece enclosed in a window envelope as long as it can be clearly read. The 2D barcode has minimum size requirements as well as a minimum size for the surrounding white space. Technical specifications can be found at:

https://www.canadapost.ca/tools/pg/3_Designing/PSmachineable-e.pdf

*iAddress™* has released a feature to create the 2D barcode for Machineable Mail. It is now a standard feature in the Full version of *iAddress™*. There is a small additional charge to access

the feature in the ACV version. If you are interested in adding the 2D barcode to your Machineable Mail pieces, please contact support@flagshipsoftware.com.

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## USPS templates available (free to a good home)

While we were spring cleaning, a number of these templates turned up from a US mail training course we hosted a few years ago. They are a heavy plastic and titled "LETTER SIZE MAIL DIMENSIONAL STANDARDS TEMPLATE". Pictures of both sides are included below. They are part of "Notice 3-A, December 2005" with a form number of "1050251 Rev D". If you would like us to mail you a template (while supplies last!), please e-mail admin@flagshipsoftware.com.

## The Neuroscience of Direct Mail

Studies have shown that physical media (direct mail) consistently produces a higher ROI than digital media (e-mail, display ads). In 2014, Canada Post partnered with True Impact Marketing to find out why. They conducted a study to quantify how physical and digital advertising impact the consumer's brain. It was an intriguing study that used neuromarketing to examine this subject in a unique way. The results have been published in a white paper available on Canada Post's website, entitled *A Bias for Action: The neuroscience behind the response-driven power of direct mail.* The hypothesis was that Direct Mail (DM) is more likely to drive action by stimulating mental processes that drive behavior because of its physical format.

The study applied neuroscience to marketing using EEGs and eye tracking technology, surveys and memory tests. Measurements were made in three specific areas:

1. Cognitive Load or the effort required to understand a message. The easier a message is to understand, the more likely it is to be filed into memory.
2. Motivation or the desire to make a decision. This drives future behavior so if something is motivating, you are more likely to take action.
3. Visual attention or where the eye is drawn. This shows marketers what components of the media are most engaging to the audience.

The results were very clear. Not only was DM easier to understand, but it was also more memorable. In the study, it took 21% less cognitive effort to process the media and resulted in a much higher recall of the brand. When asked to recall the name of the company in the ad they had just seen, 75% of participants remembered from the DM piece but only 44% from the

digital piece.

DM was found to be much more persuasive than digital media, with a motivation response at least 20% higher. This motivation was higher when more senses were involved in the piece; in this study scent and sound were added to separate DM pieces. The more sensory inputs provided, the more memorable and persuasive the piece, however, the study cautions that too many inputs may overwhelm the consumer.

The lower cognitive load and higher motivation suggests DM gets its message across faster. Digital requires more effort and time to understand. The conclusion from this is that DM is more likely to drive behavior than digital media. The more senses the ad engaged, the more effective it was, with scent on a dimensional DM piece being the most compelling and digital media on a laptop being the least compelling.

Canada Post's study is a fascinating look at the brain science behind why Direct Mail is more effective at driving consumer action than digital advertising. Since marketers are most concerned with action on the part of the consumer, DM remains a powerful tool in a marketer's arsenal. Digital is important to include in a marketing campaign, however, this study makes it clear that DM is critical to closing the gap between interaction and action. Although there are many studies that have come to the same conclusion, this was a unique approach that builds a solid, scientific rationale for the value of Direct Mail.

For your own copy of this white paper, click here:
**https://www.canadapost.ca/assets/pdf/blogs/CPC_Neuroscience_EN_150717.pdf**

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## The Flagship Family Grows!

We are happy to report that Tyler, one of our fabulous programmers, and his wife, Alex, have welcomed their first child this month.

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## 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.

PO Box 2625
Richmond Hill, ON L4E 1A6
Canada