



## iAddress™ Updater

April 2017, Volume 10, Number 4

### Informed Delivery to be launched in April in the US

Informed Delivery is a new initiative designed by the USPS. It allows residential recipients to sign up for e-mail or a dashboard application notifying them about mail pieces about to be delivered to them. The e-mail provides the image of standard mail pieces they are about to receive (flats require an image to be provided to the USPS), providing an opportunity for both marketers and transactional mailers. Marketers can tie the physical mail piece together with a digital offer and transactional mailers are providing their clients with advance notification of financial documents such as bills and receipts

The pilot program has been very successful. There are currently 5,201 ZIP codes active in the program with all ZIP codes scheduled to be online as of April 7, 2017. There are currently 111,780 enrolled households representing 117,436 total users. The goal is to have 15 million users by the end of 2017. There have been 187 mailer campaigns tested so far with a 6% click-through rate and 57% of users making a trip to their mailbox as a result.

All households that are DPV compatible will be eligible for the program, representing approximately 100 million households. The USPS currently collects metrics on e-mail (who clicked, and when) but are still working on legal issues related to sharing this information back to mailers.

If Informed Delivery is as successful as the USPS predicts, it offers a new way for mailers to connect paper and electronic messaging that is less complicated than a QR code or PURL. It provides twice the exposure for the mailer as well; the recipient sees the pieces electronically and then retrieves the physical piece. The USPS has not indicated to the industry that there will be any type of charge for Informed Delivery, however, it seems logical that there would be a price for mailers wishing to receive data back from the program.

For more information on the Informed Delivery program, please visit [www.usps.com](http://www.usps.com). There is a link at the bottom left of the home page.

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### Shortages of Flats Tubs (Polyflutes)

Many mailers have contacted us to let us know that Canada Post has been unable to supply any or enough flats tubs (polyflutes) for their oversized mail. There was a significant supply issue in the past two months but containers should be more readily available starting in April. Canada Post has also ordered thousands of additional flats tubs which will be entering the mail stream as they are produced.

Please remember that LFTs MAY NOT be used for oversized mail. Some RVUs have told mailers this is allowed but it is against Canada Post rules.

Brickpiling is an option for mailers with the facilities to use pallets and monotainers. Canada Post has information on their website on how to correctly brickpile your mail. If containers are in short supply and you would like to include residue in your mailing, please contact your Customer Serve representative for written permission. If you are having difficulty, please contact [admin@flagshipsoftware.com](mailto:admin@flagshipsoftware.com) and we can help secure the waiver for you.

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## Reminder about Deceased Suppression

Starting this month, Flagship offers an enhanced suppression of deceased records through our NCOA service. This is additional data collected directly from the funeral home industry and updated on a monthly basis. There is **no additional charge** when you select enhanced suppression along with your NCOA processing. We do offer an add-on deceased module at additional charge if you wish to process your files without NCOA.

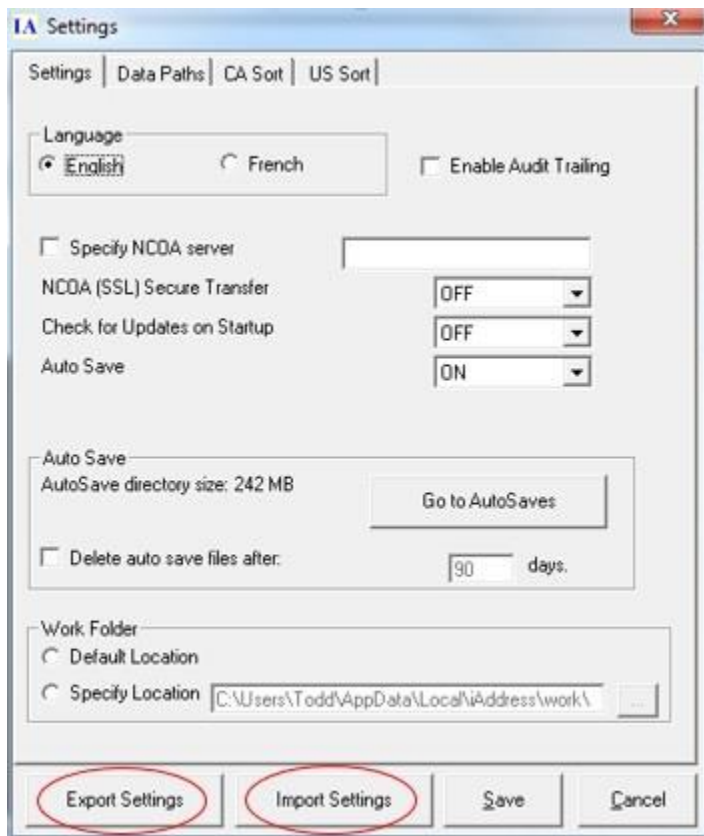
Instructions on using the enhanced deceased suppression option are available in our March, 2017 newsletter.

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## Moving Settings Between Computers

Our support department frequently receives questions on how to move settings between iAddress™ installations. This happens most often when upgrading computers. Fortunately we have a simple and painless way of doing this for you!

1. On your old computer, select File/Preferences and click the Export Settings button.

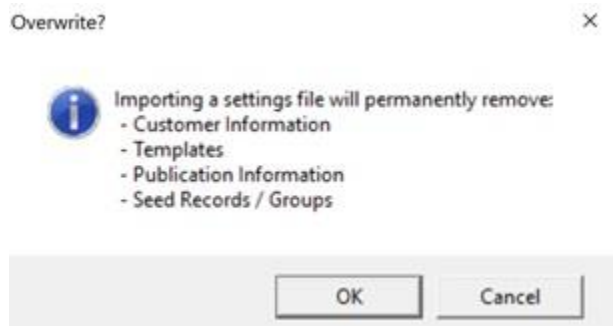


2. Select a location to save the file and click OK. The filename is envset

<input type="checkbox"/>	Name	Date modified	Type	Size
<input checked="" type="checkbox"/>	envset	3/14/2017 12:33 P...	Microsoft Access ...	110 KB

3. On your new computer, select File/Preferences and click the Import Settings button (as illustrated above).

4. The following warning screen will appear. If you are copying settings to an existing iAddress™ installation, please be aware that any information saved in these databases will be replaced.



5. Click OK and browse to the location of envset. Click OK to import your settings.

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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 416-410-6357 x. 1 or TF 1-866-672-0007 ext. 1 or [carolyn@flagshipsoftware.com](mailto:carolyn@flagshipsoftware.com) to schedule a web session.

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