Print & Postal Optimization Suite

Your mailings deserve the most advanced printing and delivery processes available. They deserve Broadridge.

Broadridge®

Postal mail never looked so good

As North America's largest transactional printer, our high-speed, full-color inkjet equipment and ability to personalize bills and statements, as well as the inside and outside of envelopes, we offer tremendous opportunities to engage customers.

Printing in full color on plain white paper eliminates the need for costly pre-printed stocks and warehousing costs while insulating you from the turmoil of corporate identity changes. Need to represent multiple brand identities and colors in the same mailing? We can do that, too.

Quality, scalability and attention to detail

At Broadridge, our factory control processes are second to none, enabling quality control from data-to-doorstep. While our size, scale and redundancy planning enables us to produce

3.5 billion printed packages a year, we have the people and processes to ensure that small jobs and small parts of larger jobs receive the same attention as our largest mailings.

Mailing done right

Optimizing mailings for your budget and your customers is a complex process requiring:

- Clean, up-to-date address data
- Consolidation of mailpieces
- Sorting of print streams in delivery order
- Delivery tracking and reporting
- Returned mail processing and shredding

Address Direct® for clean, up-to-date data

Address Direct enables systematic database updates, reducing the costs, time and resources associated with manual updates. Address Direct provides a range of automated address processing and hygiene tools to improve database integrity including:

- CASS™ Address Standardization formats addresses to USPS® standards and assigns current ZIP™ codes, or identifies addresses as incorrect or incomplete.
- DPV® delivery point validation confirms the address is deliverable.
- LACS[Link]® provides updated addresses for areas that have undergone permanent address conversions, such as rural route to city-street style address and renamed/renumbered city-style addresses.
- Suite[Link]® appends secondary address information for businesses, such as a suite number.
- Address Element Correction reduces return mail and qualifies mail for automation discounts by resolving U.S. and U.S. territories' addresses with CASS errors. Mailing addresses are corrected or identified as uncorrectable.
- NCOA[Link]® Move Update (pre-mailing) and ACS™ address change service processing (post-mailing) work together to satisfy USPS Move Update requirements for up to 18 months.
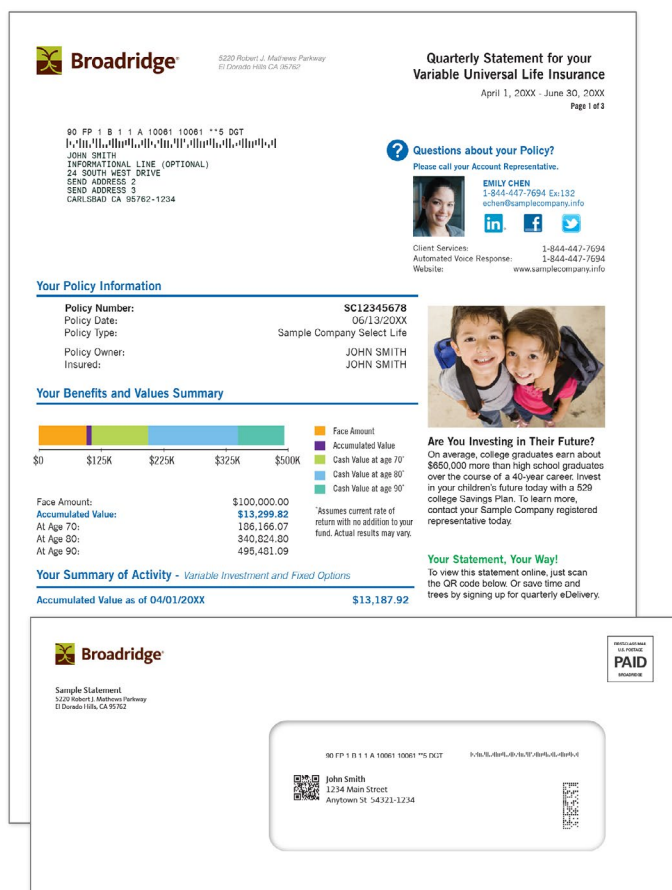
Consolidate mail with StatementPacks and Xpacks

USPS-compliant StatementPacks® allow individual accountholder or household mailings to be bundled into a single carrier for delivery to the same address. Each accountholder-specific communication remains in its own envelope within the package, maintaining privacy.

Our proprietary Xpack solution combines up to 20 sheets into a 6x9 expandable envelope, leveraging the postal rates of a letter-sized envelope.

Smart Commingling: Organize your mail before it's printed

Smart Commingling[SM] determines the best path to maximize mailing efficiency by logically analyzing address data and applying the right combination of electronic and mechanical presort for your specific print and mail distribution.

Presorting enables your mailings to reach a higher mail density. Because it has fewer postal touch points and qualifies for finer ZIP Code™ sorting, the mail reaches your customers without holiday or weekend delays – and you qualify for lower postal rates.

Close the loop on mailing processes

PredictionPro Mail Tracking provides detailed reporting of delivery status for inbound and outbound mail to help manage call center efficiency and prevent unnecessary dunning notices or follow-up mailings.

Unfortunately, companies in the financial and insurance industries are legally required to send mail to the last known address even if USPS systems indicate a change of address

has been submitted. Our automated solution for Returned Mail Processing provides address details and mail volumes for undeliverable mail in output files and online reports so customer follow-up can be coordinated. Returned mail is securely shredded, except those without an Intelligent Mail® barcode, which are returned to the client to review and process.

Postal quality requires a continuum of care

It's scary to think that thousands of your carefully crafted communications may never reach your customers, but the volume of Undeliverable as Addressed (UAA) mail actually increased by 2.1 percent between 2011 and 2014 to a total of 6.6 billion pieces[1]. In fact:

- 23.6% of all mail sent in the U.S. is addressed inaccurately[1]
- Over 40 million Americans move every year[1]
- Approximately 2.3 million U.S. businesses file changes of address each year[1]

Based on these and other factors, the quality of stored U.S. addresses declines 17% per year[1].

Since undelivered mail can result in missed income and lost opportunities to communicate with customers, the value of address quality is significant in dollars and in customer relationships.

Quality mailing requires a quality process that starts with data and doesn't end until delivery is verified and reported. Broadridge's Print and Postal Optimization Suite provides the tools you need every step of the way.

Contact Us
For additional information, please contact us at 1 844 364 4966 or at broadridge.com.

About Broadridge Customer Communications Solutions
Our Customer Communications solutions transform how organizations communicate with their customers by creating an optimal, integrated digital and print experience. By seamlessly connecting customers with relevant content across the existing and emerging channels they prefer, your transactional, marketing and regulatory communications can drive efficiency, engagement and results.

The following trademarks are owned by the United States Postal Service®: ACS™, CASS™, DPV®, IM™ barcode, Intelligent Mail®, LACSLink®, NCOALink®, SuiteLink™, ZIP Code™, ZIP™, and USPS®. AD 2.16

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