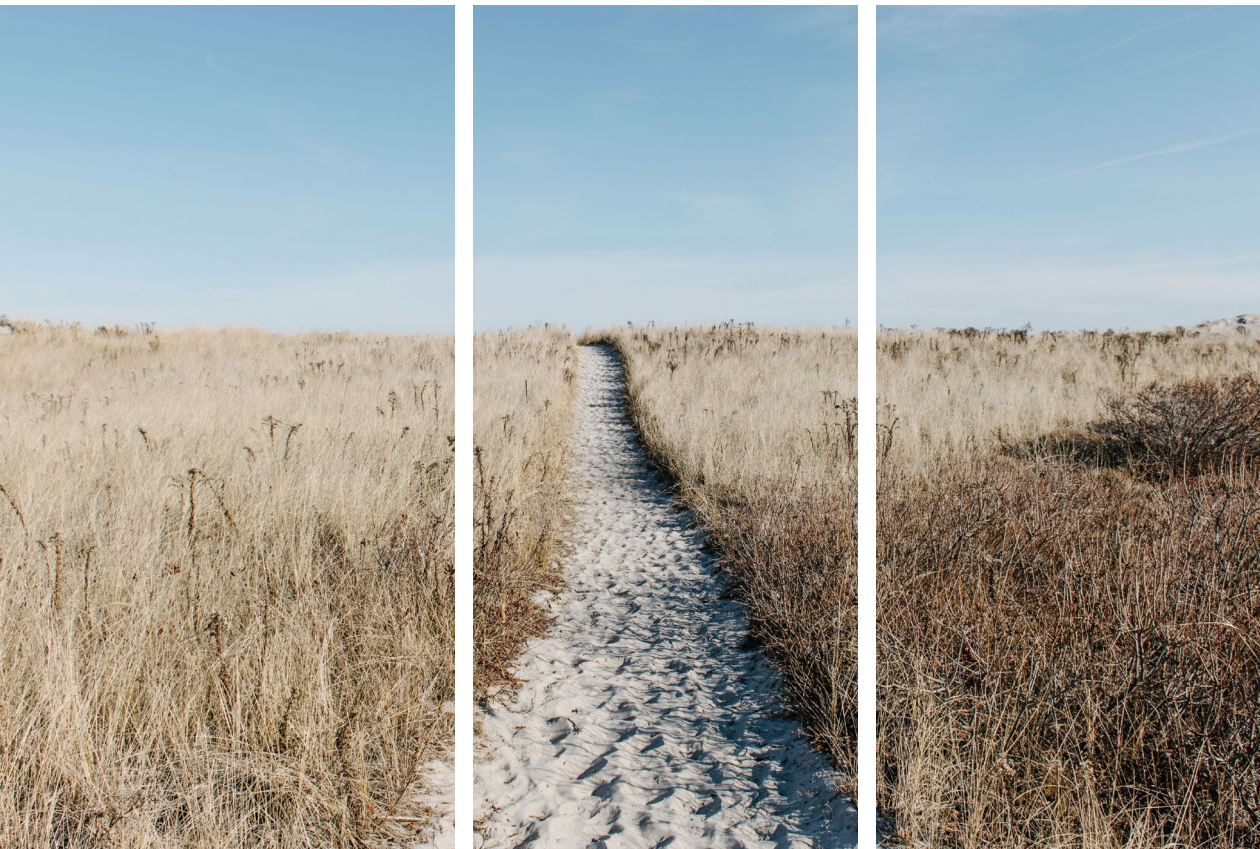


ZIPLINE

THE ROAD LESS TRAVELED



2020 VOL. 1



2020 VOL. 1

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PRESIDENT'S CORNER

REFLECTING IN THE REAR-VIEW MIRROR

BY KRISTEN MCKIERNAN

Happy New Year, and welcome to our latest edition of the zipLINE! This issue will have the same look and feel with an added 2020 freshness and vision. We embrace individuality and creativity at AccuZIP, so I hope you enjoy the added features, fresh layout, and overall new look.

As we launch into a new year and a new decade, I thought it a fitting time to reflect in the rear-view mirror on the past ten years and then take a peek into the future. '2020' - don't you love the sound of that? After all, 2020 symbolizes perfect vision....what a great feeling that brings!

Let's take a walk down memory lane to where AccuZIP was in 2010. Ten years seems like a lifetime ago and for me, it quite literally was! That year blessed my family with the birth of my first child, and I've never seen time pass so fast. You always hear parents say, "don't blink or you'll miss it," but boy is it true! At AccuZIP, we call this "AccuSpeed." The world keeps turning while we race forward personally and professionally. But when I pause to take a look at all we've accomplished, what a decade it has been! Our corporate offices had yet to move to Texas; Full-Service was just on the horizon of being required; the Intelligent Mail® Barcode replaced the POSTNET™ Barcode;

Mail Tracking and Visibility became the norm welcoming iAccuTrace®; and PostalOne!® and Mail.dat® became a part of everyday industry speak welcoming eDocs!.

Monumental moments filled the journey between 2010 and 2020. Our product and service offerings have grown year over year, and so has our incredibly loyal customer partner base. The past decade brought more products and feature enhancements than we thought possible. This growth includes everything from launching Data Enhancement Services, AccuZIP Mailing Lists, AccuZIP Variable Maps, NCOA48, e-VS® support, to the HUGE growth and popularity of our API products and solutions. There were also some pivotal industry achievements: AccuZIP was inducted into the Smithsonian National Postal Museum, featured on the American Express® Open Forum Member Spotlight, awarded several Must See 'Em awards at Graph Expo and PRINT, and crowned the USPS Next Generation Campaign Awards™ Grand Champion and Finalist at the 2018 and 2019 National Postal Forums.

The last decade was a journey of immeasurable growth and change. Still, AccuZIP never lost sight of what is at the heart of all we do: our treasured customer partners, dedicated team, and community support.

AccuZIP also launched its Professional Services Group during this past decade. The start of this group encouraged our team members to continue their professional education and development. Our team completed certification programs, advanced degrees (we had three graduates of the University of Texas, Houston Coding Bootcamp program!), USPS® Periodical Professional certifications earned, USPS® Mailpiece Design Professionals (MDP), USPS® Mailpiece Design Analysts (MDA), Idealliance MailPro® certifications, recertification, and much more. These high-level certifications and education efforts allow our team to better provide Professional Services to our customer partners. AccuZIP believes in investing in our team. In return, our team invests in AccuZIP with their time, their dedication, and their loyalty. Speaking of decades, our longest-tenured employee Eric Lambeth has been with AccuZIP since the start over 28 years ago! The average AccuZIP team member has been with the company for over a decade. One employee compared AccuZIP to more of a “lifestyle” than a job — now that’s good stuff!

Throughout the last decade, AccuZIP continued to embrace the importance of giving back as a direct reflection of the values of the CEO, Steve Belmonte. AccuGIVES has donated to local and community charities by sponsoring the annual printing of the Templeton High School Sports Program, sponsoring charity golf tournaments benefiting literacy, 4-H fundraisers, Scouting fundraisers, Educational and Community school sponsorships, ECHO SLO, Interfaith Caring Ministries and much more. As one of AccuZIP’s HR Administrator Shelly Belmonte’s favorite sayings goes – “Think Globally, Act Locally.” AccuGIVES is based on that motto. AccuZIP is excited to continue to give back in the decades to come. It is part of who we are.



Now that leaves the most important part of the journey, YOU. From small mailers to enterprise level mail service providers (MSPs), every customer partner is of equal value and importance. AccuZIP showcased such a voyage through the growing partnership between AccuZIP and PostcardMania in our Journey to Enterprise Project. When the company (PostcardMania) was just one person and a computer in 1998 - to today’s position as a \$50 million company mailing over 150 million pieces per year - PostcardMania has relied on AccuZIP to provide mailing and data quality software solutions. Why? Because AccuZIP and PostcardMania share this common value: Excellent customer service is at the core of every successful business.

Another pivotal event just this past year was the first-ever, inaugural, WORLD OF ACCUZIP. Our team was overjoyed by the hugely successful and well-received Inaugural World of AccuZIP User Group Conference that took place in April 2019 at our Texas headquarters. New and legacy users got a chance to meet the AccuZIP team and network amongst peers while learning and being entertained during this World-Class experience. From my joining AccuZIP in 2001 to now, it is events and interactions like this that continue to make me proud and affirm why I

love being part of this team. Our customer is our ‘why,’ and there is no more important voice than that of the customer partner. AccuZIP is exceptionally proud of the relationships we have built with our customer partners and their dedicated support throughout the years. Speaking of decades, we even crowned several Silver Globe Trophy Award winners at the World of AccuZIP for customer partners that have been with us since our start back in 1992! Our customer partners are our focus, and we understand that they are the reason behind our success as well as hold the key to our future. The World of AccuZIP User Group Conference celebrated that voice.

As I reflect on this event, I share my extreme gratitude for our treasured customer partners, their loyalty, and the trust they put in my-self, our leadership, our brand, and our team.

So, let’s do this 2020! With some exciting product and service announcements that will be made throughout the year, we have a feeling this might be the best year yet. AccuZIP will continue to forge ahead as an industry-leader, knowing our customer partners’ success is at the core. We are excited to hit the ground running with a clear 2020 vision with you, our customer partner, by our side for decades to come!

HERE ARE SOME VOICES OF THE ACCUZIP CUSTOMER PARTNER FROM THE WORLD OF ACCUZIP:

“Enjoyed all the events and the training sessions. I have been an AccuZIP user for many years and really enjoyed putting faces to voices I’ve heard for years. Thank you for a Great Conference.”

“This was a very well organized and educational conference. I learned and met new people every day, and definitely left feeling like an appreciated customer and user of the program. Thanks so much for the opportunity and experience.”

“AccuZIP not only supported us with the industry’s premium software to do our job, but the people behind the software are incredible. We enjoyed the approachability of the speakers, the availability of hands-on support, and the awesomeness of the event.”

“Thank you for caring as much about your ‘minor’ customers as you do your ‘majors.’ You made [AccuZIP6] useful for the smallest and largest mailers - Amazing! There is a sense of family...the AccuZIP team family and all of us.”

A person with a large backpack is silhouetted against a bright, orange-hued sky at sunset. They are standing on a grassy hill, looking out over a range of mountains. The sky is filled with soft, glowing clouds. The overall mood is contemplative and adventurous.

THE ROAD LESS TRAVELED

EVENT SPOTLIGHT

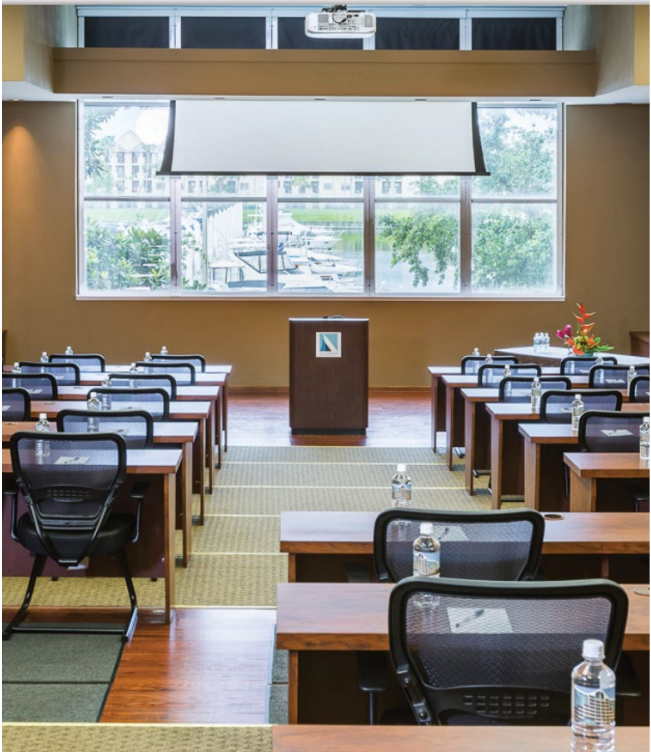


Come visit
AccuZIP
on the road!

VISIT OUR PAST AND
FUTURE EVENTS AT
[ACCUZIP.COM/EVENTS](https://accuzip.com/events)

DELIVERY TECHNOLOGY ADVISORY COUNCIL MEETING

AccuZIP hosted the first-ever Delivery Technology Advisory Council (DTAC) meeting in October 2019. Attendees gathered in League City, Texas to continue to learn and innovate. Nearly 60 experts from more than 50 companies came together to collaborate on mail preparation technology, USPS® customer-facing programs, and work-sharing initiatives. It was great to see those dedicated to this industry congregated together. We are excited for what is to come in the DTAC Meetings ahead!



Dave Belmonte and Eric Lambeth represented Team AccuZIP at the annual Minuteman Press Expo. The tradeshow took place July 31 - August 3, 2019 at Caesars Palace in Las Vegas, Nevada. Dave spoke at a sponsored breakfast to hundreds of franchise owners. Keep your eye out for them at the 2021 Expo!

CELEBRATING ACCUFUN

Work hard. Play harder!
Our team enjoys being
involved in our local
community!

TOP
AccuZIP's Account Administrator/
Bookkeeper enjoys the Cole
Swindel Concert at Vina Robles
with friends and family in the
AccuZIP VIP Executive Box Suite!

MIDDLE
Larissa Barrios our AccuZIP
Receptionist and Administrative
Assistant dances at the Central
Coast Renaissance Festival with
her local Belly Dancing troop.

BOTTOM
Thank you to AccuZIP Customer
Victor Kline with the United States
Senate for setting up a tour of the
State Capitol in Washington DC
for this young friend of AccuZIP!



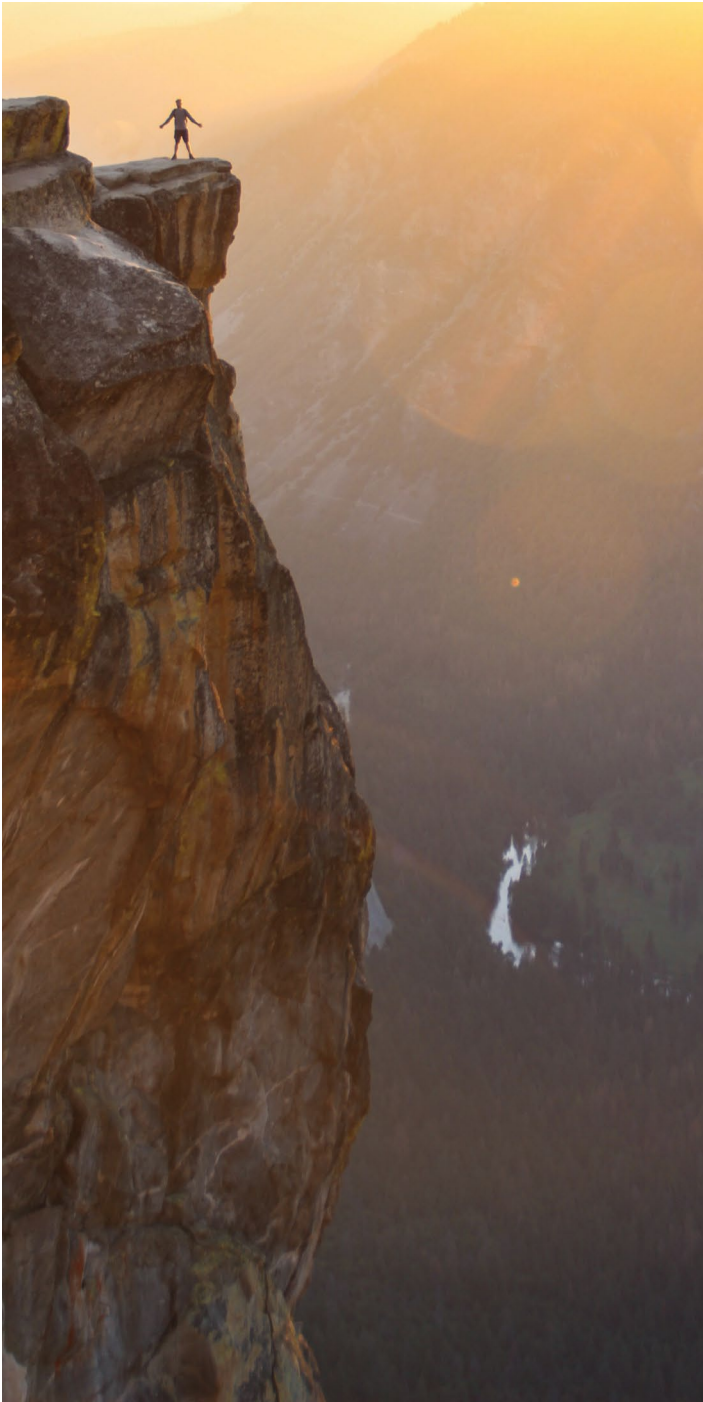
TIPS & TRICKS RETAIN YOUR CUSTOMERS

*The probability of selling to an
existing customer is 60-70%. The
probability of selling to a new
prospect is 5-20%.*

*80% of your future profits will
come from just 20% of your
existing customers.*

*65% of a company's business
comes from existing customers.*

CHECK OUT THE MANY ACCUZIP
ADD-ONS THAT HELP INCREASE
PROFIT & RETAIN CUSTOMERS.



EMBRACING ACCUGIVES

Philanthropy is at the heart of AccuZIP's mission. Enriching organizations and schools is a true honor. We are proud to continuously pour support into our communities.



Looking ahead, we are excited for the students preparing to enter the industry. AccuZIP is sponsoring the IDEAlliance Higher Education Membership for the University of Houston. They are already planning to jump into the courses on BrandQ, G7, Color Management, and Estimating.

We are thrilled to be a sponsor of the athletic program of Templeton High School. Go Eagles!

Sales Support Assistant, Kelsey Hazelton, is the co-chair of the annual Holiday Bazaar benefiting our local El Camino Homeless Organization (ECHO). AccuZIP donated invitation printing.

LEFT
Hunter, son of President Kristen McKiernan, is a dedicated member of his local Cub Scouts troop. Team AccuZIP participated in his annual fundraiser by purchasing delicious popcorn.

RIGHT
AccuZIP sponsored local TEACH Elementary. Financial Controller Jim Lord's grandson Eliot Drews attends the school.

EMBRACING ACCUGIVES

We were offered the chance to sponsor a golf tournament by our long-time customer partner PostcardMania. The event in Palm Harbor, Florida, raised funds for the Community Learning Center. The organization works hard to better the literacy of local youth. Congratulations on the successful event, and thank you for including us as a Bronze Sponsor.



INTRODUCING ACCUSTAR

We are pleased to announce a new recognition the AccuZIP Team is embracing – AccuStar. Team members can be nominated for going above and beyond their expected duties. This recognition can be from providing exceptional service to a customer partner or a fellow team member. Keep reading to see our first four AccuStars!

TO NOMINATE AN ACCUSTAR,
EMAIL [JILL@ACCUZIP.COM](mailto:jill@accuzip.com)

OUR FIRST ACCUSTARS



JAMES LORD *Financial Controller*

Jim was nominated for sharing and teaching his expertise in Excel. Over the past year, he has helped a fellow employee multiple times with Excel. He made spreadsheets easier to navigate by creating special formulas and rules. He also taught his fellow employees about a conditional formatting rule that saved a lot of time with reports and shared his advanced knowledge of Excel, and for this, he was nominated as an AccuStar. Thank you, Jim, for doing something above and beyond your regular duties at AccuZIP that makes you stand out as an AccuStar.



KELSEY HAZELTON *Sales Support Assistant*

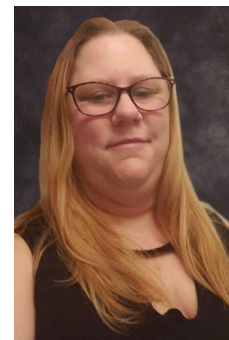
Kelsey was nominated for doing a fantastic job coordinating and organizing the AccuZIP Christmas party in California this year. She organized all of the gifts with the assistance of the President, the menu items, the decorations, wrapped all of the presents, and made the party very special for all that were involved. Kelsey secured a venue and all of the details for the party for several months in advance. She sought approval for all items but also took ownership and pride in the event. Kelsey really takes pride in organizing office parties, events, and all office related AccuFun events, including AccuBirthdays and AccuAnniversaries, to make sure everyone feels special. She makes sure everyone feels recognized and noticed as individuals and as a team. She even dresses up every holiday to bring in some office cheer!

Shine On



JILL CROUCH *Human Resources*

Jill was nominated for coordinating the Texas Christmas Party, helping with SOC2, maintaining the Texas office, and filling in with administrative and reception duties all while upholding the high reputation of the company.



CHRISSY ANDERSON *Customer Care Specialist*

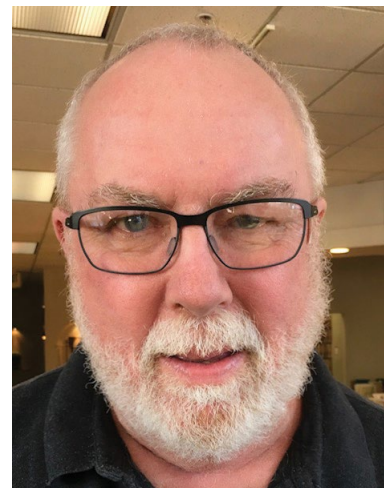
Chrissy was nominated for the way she handled herself during a call with a customer partner and the post office. The customer partner was being told by the post office that they should be getting full service, but AccuZIP was not giving the discount. Chrissy got on a 3-way call with the post office and customer partner and provided DMM references demonstrating the reasons. It seemed to be resolved nicely, and everyone was happy at the end.



DAVE BELMONTE *System Network Administrator
Senior Product Specialist*

Dave was nominated for doing an exceptional job maintaining and upgrading our Data Center and IT systems over the past several months. Planning several after-hours maintenance windows to ensure that all servers and systems are updated with the latest security patches with minimal downtime and impact on staff and our customer partners. Dave managed these duties without compromising his role in Sales and Technical Support while also helping any AccuZIP Team member that asks for IT help - big or small.

THE ACCUZIP TEAM



JAMES LORD
FINANCIAL CONTROLLER

We are the first to admit AccuZIP would be nothing without the powerful team behind our mission. Not only do they excel in their respective roles, but they are continuously going above and beyond to help others. In each edition, we like to highlight one of our team members, so get ready to meet one of our friends, Jim. He has been with us for over three years, and we are so glad to have him. Without further ado, meet Jim!

What do you feel most proud of in your life?

My daughter. She is a smart, accomplished attorney, a wonderful mother and wife, and a thoughtful, contributing member of our society. With her independent spirit and our benign neglect, she turned out well.

What's the best career advice you could give someone?

This has been said many times, but I definitely think it is true. Pursue your passion, and the rest will follow.

What's your favorite memory from AccuZIP?

One incident stands out in my mind. When Steve heard about some customers who lost everything in the California wildfires, he stepped up and provided them with computers and free multi-year licenses to AccuZIP software to help them get their businesses restarted.

Who would you choose to have lunch with living or dead?

After seeing a documentary about him, I think it would be Bill Gates. Not because of his obvious intelligence and technology expertise, but rather because of the work he is doing through his foundation. He is a fascinating, very inquisitive man with a strong desire to make things better in the world.

If you could be any animal, what would it be?

A dolphin. They are such smart, joyful animals.

What do you enjoy doing in your free time?

Spending time with the grandkids and family, reading, both fiction and non-fiction, photography, both shooting and learning post-processing, watching sports, and learning to play the guitar.

What are you excited about at AccuZIP?

Steve is an ideas guy, and he is always coming up with great ideas for new products, improvements in existing products, and better ways of doing things. With him at the helm, the future for the company is indeed bright and something to look forward to.

What food, song, movie and book would you enjoy for the rest of your life?

Food – Ribeye steak
Song – “See Me, Feel Me” by The Who from Tommy, or “Comfortably Numb” by Pink Floyd
Movie – Fargo
Book – *The Internal Revenue Code*...just kidding. Any of John Irving’s books, such as *World According to Garp*

THANK YOU FOR BEING PART OF THE ACCUZIP TEAM, JIM!

WE ARE HERE FOR YOU
CONTACT US TODAY



AT ACCUZIP, INC. WE ARE ALWAYS
COMMITTED TO PROVIDING YOU WITH
THE HIGHEST LEVEL OF SUPPORT.
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OR NEED FOR ASSISTANCE.

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PRODUCT

SPOTLIGHT

EXPLORING VARIABLE MAPS

Looking to explain to potential customers how conveniently you're located?

Why tell them when you can show them? We're ready to help you create custom maps from the driveway to the parking lot. With data for more than 100 countries worldwide, Europe and North America are fully covered. The software used is 100% compliant with data security and always up to date with changing roads.

Get as creative as you'd like! Decide between 5 different map styles. Choose between driving or walking directions. Pick if you'd like the fastest directions or the shortest route. Include up to 5 addresses. Either all five can be included in the

map or just the closest location to the customer. Customize icons used for start locations and destination locations. Accompany the custom map with personalized driving directions. Once you've decided on the perfect map, you can utilize them for either digital or print use.

So how complex is the process of creating these variable maps? In one word – very! There are countless steps to make these possible. Sounds intimidating, right? No worries, we take care of the hard steps for you. You send the data records, and we send back links to download.

Optimistically intrigued or skeptically suspicious? See the results for yourself! We are ready to process your data and create ten personalized sample maps for you – for free.

Reach out to see how
AccuZIP Variable Maps
can help your business!

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HOT OFF THE PRESS

SALES TAX REVISIONS BY MICHELE BELMONTE

AccuZIP, Inc. is complying with the new sales tax laws from the US Supreme Court decision South Dakota vs. Wayfair. As a result, we will be collecting and remitting sales tax in many states where we have not previously been required to collect and remit prior to the US Supreme Court decision. We wanted to be proactive and make our customer partners aware of this new law and our compliance. It used to be that states could only tax sales by businesses with a physical presence in the state. Now economic activity in a state can trigger a sales tax collection obligation. Economic nexus is based entirely on sales revenue, transaction volume, or a combination of both. The taxing of our products and services is not nationally universal. Some states tax all our products and services. Other states tax only a portion of our products and services. If you would like to learn more about why AccuZIP, Inc. is charging sales tax and how you can possibly avoid it, please take the time to familiarize yourself with the sales tax laws by contacting the taxing authority in your state.

STATE LEGISLATORS ARE CONSTANTLY TWEAKING SALES AND USE TAX LAWS, ADDING NEW EXEMPTIONS FOR SPECIFIC INDUSTRIES HERE, ELIMINATING THEM THERE. BELOW ARE SOME EXAMPLES OF WACKY TAX LAWS.

- + American flags are generally exempt from sales tax in 10 states.
- + In Kansas, riding a hot air balloon tethered to the ground is subject to the amusement tax. If it's not tethered, it's considered transportation, and it is tax free.
- + In Colorado, nonessential packaging is subject to a 2.9 percent tax. For example, the coffee cup is considered essential, but the lid is not.
- + Washington, D.C., exempts diapers and tampons from sales tax, but increases the tax on soft drinks.
- + Virginians can save sales tax on emergency supplies like portable generators (priced \$1,000 or less), gas-powered chainsaws (\$350 or less), and a variety of other products (\$60 or less), during its August 2–4, 2019, annual sales tax holiday.
- + Missouri provides that any purchaser of a motor vehicle or trailer for agricultural purposes may trade grain or livestock they produced or raised to offset the sales and use tax owed.

**HERE IS A USEFUL LINK FOR
SALES TAX INFORMATION**
www.taxjar.com/states/

DIRECT MAIL STATISTICS

THAT WILL HAVE YOU RUNNING TO THE POST OFFICE

STATEMENT BY MEGAN J. BRENNAN
UNITED STATES POSTMASTER GENERAL UNIVERSAL POSTAL UNION



Social media, email, search engine optimization, print advertising, trade shows, conferences... There are so many marketing channels nowadays that business owners often overlook a tried-and-tested marketing method that still yields results. Direct mail marketing might seem like a thing of the past, but we have a list of direct mail statistics that will convince you otherwise.

For example, would you have guessed that 4 in ten Americans of all ages look forward to checking their mailbox? Not only do we look forward to receiving a piece of mail but we tend to hold on to it for a long time. In an average household, mail is thrown out after 17 days. This gives plenty of opportunities for direct mail to get read or at least skimmed through. Considering how cluttered digital marketing channels are, direct mail definitely deserves a place in your marketing campaign.

GENERAL DIRECT MAIL *Marketing Statistics*

41% of Americans of all ages look forward to checking their mail each day. *Gallup*

There's just something exhilarating about opening that little mailbox to find an item you can hold, with your name written on it. And though older generations are more likely to say they enjoy getting mail, 36% of Americans under 30 also feel this way.

58% of the mail American households receive is marketing mail.

United States Postal Service

Very few people exchange letters in the digital era. According to the latest data from the

USPS Mail Use & Attitudes Report, the direct mail industry accounts for almost 60% of the mail US households receive. This stat really reinforces the previous one. If people mostly get marketing mail and are still looking forward to it, that's great news for mail marketers.

The average American household receives 454 pieces of marketing mail per year.

United States Postal Service

Is direct mail dead? Absolutely not. The same USPS report shows that direct mail advertising is alive and kicking. The organization's data shows that 454 pieces of regular marketing mail get delivered to an average US household every year. On top of that, 92 pieces of nonprofit marketing mail land in the average mailbox as well.

Direct mail had an average response rate

of 9% for house lists and 4.9% for prospect lists in 2018.

Data & Marketing Association

The 2018 DMA Response Rate Report brings news of amazing average direct mail response rates. The household list response rate was 9% in 2018, significantly up from 2017 when it was 5.1%. The prospect list response rate was 4.9%, also showing a big increase compared to the 2.9% it achieved the year before. What's contributing to this spike in numbers? In a word, technology. Thanks to technological advancements, mail marketers are gathering more data about consumer behavior. They're sending out direct mail to people who actually look forward to it, which is why they're getting much better direct mail response rates. We're looking forward to seeing whether or not the 2019 report brings even better results.

Oversized envelopes have the highest response rate: 5%.

Data & Marketing Association

If you are looking for direct mail ideas, you should know that packaging matters. Some mail formats outperform others. Postcards get a fairly high response rate – 4.25% – followed by dimensional mailers with 4% and catalogs with 3.9%. The average response rate for direct mail in letter-sized envelopes is the lowest at only 3.5%.

59% of US respondents say they enjoy getting mail from brands about new products.

Epsilon

Consumers can run a Google search and discover new products from their favorite brands. But when they get a glossy catalog through the post it makes them feel appreciated

by the brand. As many as six in 10 Americans say they enjoy learning about new products this way, according to Epsilon's direct mail advertising statistics.

18% of B2B marketers' budget is assigned to direct mail marketing and print advertising.
HubSpot

B2B marketers still send printed ads and catalogs to existing clients and leads years after diversifying their marketing channels. Social media and content marketing are contemporary ways of reaching out to clients, but they haven't managed to push direct mail lists out of the picture. Why? Because direct mail still delivers good results. More on that in the following section.

42.2% of direct mail recipients either read or scan the mail they get.

Data & Marketing Association

When you send a marketing message, you obviously want people to see it. Email might be

cheaper, but it's easily ignored. Direct mail will, on the other hand, get read, or at least scanned by your target audience. The Data & Marketing Association, formerly known as the Direct Mail Marketing Association, reveals that 42.2% of direct mail recipients go through the material you send. Only 22.8% say they don't read it at all.

Advertising mail is kept in a household for 17 days on average. *Mailmen*

If you were wondering why direct mail works, here's your answer. Direct mail stats show that people tend to throw out advertising mail after 17 days. This gives all members of the household plenty of time to review it and take action.

60% of catalog recipients visit the website of the company that mailed them the catalog.

United States Postal Service

Consumers are very likely to visit a website after discovering a product in a catalog. Modern

shoppers turn to the internet for further product information, but what produces the spark that makes them visit a website? In many cases, it's flipping through a good old catalog, according to direct mail statistics published by the US Postal Service.

44.4% of merchants upped catalog circulation last year. *DMA*

Retailers understand that catalogs boost website traffic in addition to raising brand awareness and increasing conversion rates. That's why almost half of them increased the number of catalogs they sent out last year.

Direct mail recipients purchased 28% more items and spent 28% more money than people who didn't get that piece of direct mail. *United States Postal Service*

By keeping a piece of direct mail in a household for days on end, consumers are constantly reminded of the product you are advertising. This makes them more prone to visit your website or brick-and-mortar business and make a purchase. With a direct mail conversion rate of 28%, this marketing method is definitely worth a shot.

73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.

Epsilon

Leads love to be nurtured. Consumers like having a relationship with their favorite brands, but not based on the brand's marketing schedule. For example, they hate it when they're browsing the web, and all of a sudden, an ad appears. They want to be able to learn what's new with the brand they support at their own convenience. Epsilon's direct mail marketing statistics show that the majority of US consumers prefer direct mail as a method of communication with their favorite brands because they can review it when they see fit.

Direct mail offers a 29% return on investment.
Marketing Charts

The US Postal Service implemented new, slightly higher postage rates in January 2019.

Even with the current postal rates, direct mail marketing provides a strong return on marketing investment. In fact, it matches the ROI of social media marketing efforts. Direct mail stats published by Marketing Charts show that direct mail brings a 29% ROI while social media has a 30% ROI.

50.9% of recipients say they find postcards useful. *Data & Marketing Association*

Their small size makes them stand out in a mailbox, and the fact they don't come in an envelope means virtually all postcards get read. Combine this with DMA's stat that half of consumers find postcards useful, and you'll understand why postcard marketing is arguably the most effective direct mail method available.

Consumers aged 45-54 are the demographic group most likely to respond to direct mail pieces.

Data & Marketing Association

The key to any successful marketing campaign is knowing who to target and where. Just as you wouldn't advertise a steak restaurant using a vegetarian restaurant's mailing list, you also need to know which demographic group responds to which marketing method. Individuals aged 45-54 have the highest direct mail response rate: 14.1%. This makes them a much better target audience than members of Generation Z, who are more reachable via social media platforms like Snapchat.

DIRECT MAIL Vs. Email

Up to 90% of direct mail gets opened, compared to only 20-30% of emails.

Data & Marketing Association

Many modern business owners looking to promote their company in 2019 ask themselves: Does direct mail still work? Is this a sound marketing investment? Should I focus only on digital marketing? Judging by direct mail open rates, it's a marketing method worthy of your attention. Sending and receiving hundreds of emails each day, it's easier for consumers to

FASCINATING DIRECT MAIL STATISTICS

Editor's Choice

42.2% of direct mail recipients either read or scan the mail they get.

Direct mail requires 21% less cognitive effort to process than email.

Direct mail recipients purchase 28% more items and spend 28% more money than people who don't get that same piece of direct mail.

Direct mail offers a 29% return on investment.

73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.



ignore promotional mail sent online. Postal mail, on the contrary, is opened nine out of 10 times.

Only 44% of people can recall a brand immediately after seeing a digital ad compared to 75% of people who receive direct mail. *Marketing Profs*

In addition to higher open rates, direct mail also leaves a better impression on consumers. According to Marketing Profs' direct mail statistics, three-quarters of consumers are able to recall a brand after receiving a piece of direct mail. On the other hand, just 44% can do the same after seeing a digital ad.

Direct mail requires 21% less cognitive effort to process than email. *Canada Post*

This is yet another perk of direct mail. It's much easier for consumers to understand than email, contributing to the longer-lasting brand recall associated with direct mail. The absence of additional content makes it simpler to process than email. When people read an ad sent via email, they can often get distracted by other open tabs or pop-up ads. But when they read direct mail, they can focus solely on that task.

Email's cost per cost-per-acquisition is \$22.52, significantly less than direct mail cost-per-acquisition, which amounts to \$43.90.

Data & Marketing Association

Direct mail stats from 2018 confirm that email beats direct mail in the cost-per-acquisition battle. It's almost twice as expensive to get a new client relying on direct mail than on email.

57% of email addresses are abandoned because the users receive too many marketing emails. *Marketing Profs*

Getting through to customers via email can prove challenging. When consumers start receiving too many unwanted emails, they simply abandon that email address and create a new one. It costs them nothing, and it makes a lot of dead leads for marketers. Direct mailing lists, however, are more reliable. After all, people don't move house because their mailbox is overflowing.

When asked, "Which is more effective at getting you to take action?" 30% of millennials said direct mail, while 24% said email. *DMN* Millennials spend their days glued to their phones. And while it would be easier to visit a website after seeing an email, they report that postal mail inspires them to take action more often than email. DMN's direct mail marketing statistics indicate that 30% of millennials consider postal mail effective in getting them to visit a website, go to a store, or make a purchase. Only 24% said the same of email.

The response rate for direct mail is up to nine times higher than that of email.

Data & Marketing Association

When we compare response rates of email and direct mail, direct mail wins by a long shot. With an average direct mail response rate between 5% and 9% (depending on the recipient), direct mail leaves email far behind. According to the latest DMA Response Rate Report, email garnered a 1% response rate in 2018 for both household and prospect lists.

DIRECT MAIL *Still Reigns*

If you thought direct mail was dead, we are sure that by now your opinion has changed. This form of marketing is alive and well. Keep in mind, however, that direct mail trends dictate that you'll get better results if you pair direct mail with technology.

Clever marketers have come up with ways to combine this tried-and-tested way of advertising with smart tech, and their results are amazing. You too can use QR codes in the mail you send to lead consumers to your website. You'll see – you will reap the rewards in no time.

We hope that our list of direct mail statistics has conveyed the message that this advertising technique raises brand awareness, helps with nurturing customer relations, and boosts sales. If you hear someone ask does direct mail work, you'll have an answer for them.

FREQUENTLY ASKED *Questions*

WHAT IS DIRECT MAIL MARKETING?

Direct mail marketing is a marketing technique that entails sending unsolicited promotional mail to your existing clients and a list of prospects. This technique is effective because it goes through a less cluttered channel compared to digital marketing.

HOW DOES DIRECT MAIL MARKETING WORK?

To run a direct mail campaign first and foremost, you need to research your audience. Think about who you want to send your ads to. Who are the people who will respond best to your product or service? Let's face it – you won't get great results if you advertise your gynecology office to men. Once you've established your target audience, you need to get a hold of people's mailing addresses. There's the option of buying direct mailing lists from marketing agencies, or you could create your own in-house list. This takes some time but is very effective in the long run.

The next step is designing your ad. You can go with a simple message and take care of the design yourself. Or you can pay a professional to do this for you. After that, it's off to the printer. Again, you can opt for the DIY approach if your design solution isn't overly complicated. And the last step is going to USPS with your direct mail and sending it.

WHAT IS THE ROI ON DIRECT MAIL?

Direct mail ROI is on par with digital marketing channels. It even beats some by a landslide. According to Marketing Profs, direct mail has a 29% return on investment, while social media and online display have 30% and 16%, respectively.

WHAT IS A GOOD RESPONSE RATE FOR DIRECT MAIL?

This depends on how well you've planned your direct mail marketing strategy. Let's say you are set on raising brand awareness and are sending your mail ads to a list of prospects based on their geographical location. A good response rate for such a mail marketing campaign would be 2%. This might sound low. But after all, you're reaching out to complete strangers who have possibly never heard of you and might not need your product. That 2% response rate can be considered solid in this scenario. On the other hand, well-targeted direct mail can have several times better response rates – up to 9%. As you build your business and your in-house list of contacts, you'll see better response rates, too.

HOW DO YOU CALCULATE DIRECT MAIL RESPONSE RATE?

To calculate the response rate for direct mail, you need to divide the number of responses with the number of pieces of mail you sent. For example, if you sent out 1,000 postcards and 40 people respond by visiting your store or your website, then your response rate is 4%.

WHAT IS THE AVERAGE CONVERSION RATE FOR DIRECT MAIL?

The conversion rate is the number of people who become customers after a marketing campaign. Let's take the same example of the direct mail promotion in which you send out 1,000 postcards and inspire 40 consumers to come to your store. Normally, only half end up buying something. In other words, the average conversion rate for direct mail is half of the response rate.

Changes have been made to fix grammatical errors and improve readability. The message and intended context were not meant to be altered.





GET THE MOST MILEAGE OUT OF YOUR CONTENT

Let's face it, perfecting the perfect copy for your latest brochure, upcoming magazine, or monthly newsletter takes a lot of time. Brainstorming, researching, writing, editing, and more editing adds up! Why not get more mileage out of your content? We'll show you why you should try this and ideas on how to do so.

Sometimes less is more, but in this case, more is more. Getting your content in front of new audiences can expand its impact, create new leads, and establish more credibility for your brand. Chances are the verbiage will impact more than those receiving the original project. A quick read through will share if it is ready to be reposted on the new channel, if some tweaks need to be made or if that piece only works in the original method.

Let's think smarter, not harder, by getting more use out of our work. Our days seem to be getting only busier. It is crucial to be resourceful and repurpose these projects to get the most out of our efforts. Rather than creating three different projects, you may be able to use the first when creating the next two. Before you know it, you'll be getting your message in front of more while you're crossing this project off the list to tackle the next.

The Rule of Seven is one of marketing's oldest concepts. It explains that your customer needs to hear or see your message seven times before they buy your product or service. Let's not get held up on the number, but rather the principle. Each time they hear from you, you are increasing your brand awareness and credibility, getting that much closer to the sale.

PRINT ITEMS

Redesign. Reuse. Reprint. Take your magazine article and make a brochure. Reworking these can create persuasive handouts for your next tradeshow or impactful mailers sure to impress.

BLOG POSTS

Create a blog page on your website and post pieces like these. Not only are they an excellent resource for your customers, but they can also help boost your Search Engine Optimization.

NEWSLETTER

Send the information to your email list as a digital newsletter. Either include the entire article or use a snippet that links to the full piece. They are sure to be excited to see it land in their inbox.

SOCIAL MEDIA

Slice and dice the information into several posts and tweets. Viewers scrolling through the page can quickly learn something. Consider linking to the long-form where they can learn more.

INFOGRAPHIC

Distill the information into an infographic. These visuals are a great tool to absorb the information quickly. Use any statistics or figures to create graphics that together can make this infographic.

PODCAST

Take it to audio! As we rush from one thing to the next, give your followers the chance to catch your latest news from their commute with a podcast. A basic external mic is all you need to get this started.

POWERPOINT

Lean on this content for your next meeting with the power of PowerPoint. Pull the main points onto slides for an easy presentation. The presenter can explain more from the full piece while sharing.

AND SO MUCH MORE!



COLOR OF THE YEAR

PANTONE
Classic Blue

Feeling blue has never felt so good! PANTONE 19-4052 Classic Blue has been named the 2020 Pantone Color of the Year. This timeless hue leaves us reassured and resilient. The tranquillity offers a sense of calming as we enter the new decade.

The experts at the Pantone Color Institute explore endless areas looking for inspiration and influence to help them foreshadow the latest color trend. Beyond creative industries, they look into things like socio-economic conditions. The commonalities come together to indicate what color should represent the year ahead. And just like that, a trend is born.

Each year they are tasked with an impressive feat, but 2020 comes with a little more than the rest. The chosen color sets the tone for the decade ahead. However, the experts are no stranger to this pressure. The 'Color of the Year' program began in 2000, where the world was anxious about the upcoming Y2K. What color did they choose? Cerulean – a tranquil shade of blue. It doesn't seem to be a coincidence that they returned to the blue family for the new decade. Laurie Pressman, Vice President of the

Pantone Color Institute, sat down with TIME and shared the reasoning.


“From now and then, there's the same feeling of trepidation about the world, which is why, based on what we saw happening in our global culture, we selected Pantone 19-4052, Classic Blue, to be our color of the year for 2020. It's a reassuring blue, full of calm and confidence. It builds connection.”

We're no stranger to the blue family at AccuZIP. Several years ago, we refreshed our branding and welcomed in an array of blues with a lime accent. The colors were chosen based on the qualities of our business, our customer service, and our goals. We were excited to embrace the trustworthy, dependable, and consistent qualities represented by these colors. When the stressors of never-ending projects and impending deadlines hit, your partners at AccuZIP are here with reliable service.

With 2020 underway, we welcome the Classic Blue with open arms. The hue sure seems to foreshadow the great possibility ahead. Our AccuZIP team is embracing our goals, and we are ready to chase them!

“THE SKY AT DUSK – IT'S NOT A MIDNIGHT BLUE, IT'S THOUGHTFUL, BUT IT'S NOT SO DEEP AND MYSTERIOUS. IT SPEAKS TO OUR FEELINGS OF ANTICIPATION, WHEN YOU THINK ABOUT THE SKY AT DUSK, THE DAY ISN'T OVER. YOU'RE THINKING, WHAT'S AHEAD OF US?”

– LAURIE PRESSMAN

A landscape photograph of a mountain ridge. In the foreground, a dirt path leads up a grassy slope. In the middle ground, a group of hikers is visible on a ridge. The background shows a large mountain peak partially obscured by clouds. The sky is overcast with grey clouds.

**“IF YOU WANT TO WALK
FAST, WALK ALONE. BUT
IF YOU WANT TO WALK
FAR, WALK TOGETHER.”**
RATAN TATA



WORKPLACE WELLNESS

GET MOVING THROUGHOUT THE WORK DAY

BY KELSEY HAZELTON

Time to focus on you, your goals, and the unlimited possibilities 2020 might bring. Before we can work to achieve our goals and aspirations for this new year, we must look at our health and what we can do to keep ourselves moving throughout the workday.

The secret to a good and productive day starts the night before. According to the National Sleep Foundation, 7 to 9 hours of sleep is recommended daily for adults. I know what you are thinking, “We are printers and mailers in a data-driven deadline industry. Sleep? Who has time for that?” Forming a good sleep pattern is key to better concentration, productivity, immune system, and how you feel during the day. Get the most out of your commute by listening to a motivating podcast or music. Doing so stimulates your brain into a positive mindset and kick starts your day the best way.

I know you have heard it said before but, breakfast is truly the most important meal of the day. In an online article by Spark of Fitness, they recommend you be honest with yourself about what you eat. If you are hungry right when you wake up, have breakfast. But, then, if you notice yourself starving when you get to work, have a morning snack. Not hungry when you wake up? Wait and have breakfast at work. They suggest the more balanced your breakfast is, the less you will be tempted to give in to office treats and trips to the vending machine. I find that adding more protein to my breakfast helps me with the urge to snack.

In a blog by Erin Golder entitled “How to Stay Healthy at a Desk Job,” she focuses on subtle changes in the workday that can help improve your health. Golder recommends pacing by your desk during phone calls. Doing so increases your circulation and stretches your legs. Taking the stairs, stretching, and going for a walk are also great ways to increase movement throughout the day.

Let’s take a moment to look at the brain benefits of being more active during the workday. By looking away from the computer each hour at a distant focal point, we can help reduce eye strain. I have learned that listening to music while working can lessen distractions from office noise. One of my 2020 resolutions is to declutter my desktop and desk area to improve mental and physical organization.

According to the Journal of Nutrition, staying hydrated can help with moodiness and fatigue. The Journal suggests aiming to drink the equivalent of at least half your body weight in ounces of water daily. Keeping a large container of water nearby is a great way to encourage

yourself. With the increased physical activity and eating more wisely, it is vital to stay hydrated during the workday.

Bustle recently added mindfulness meditation to their list of “11 Things to Do to Stay Healthy at a Desk Job”. “Adding mindfulness meditation into your day can help reduce anxiety and stress in your workday,” they shared. I prefer to meditate at the start of my day, on my midday walks, and at the end of my day. It helps focus on the good the day ahead will bring and the good that came from the productive day that’s coming to an end.

Let’s talk lunch! It’s no secret that lunch breaks are very important. I have felt the urge to skip lunch many days with mounting tasks, upcoming deadlines, and countless projects to complete. Yet, every day, my calendar reminds me to take that break to refuel myself. In many of the articles I’ve shared, they share tips to control the portions of your snacks — this helps not to eat the whole bag accidentally! Packing lunch also helps increase healthy choices instead of opting to go out to eat. When I do get lunch off-campus, I often find it difficult to return to the office afterward. One tool that helps alleviate the afternoon slump is using my stand up desk. It is a great way to keep good posture and keep moving!

The secret to a healthy day at the office is to make moving fun! As the AccuFUN Coordinator, we have participated as a team in 5K walk/runs, Golf Tournaments, and bowling nights as a few different AccuFUN Events. These events encourage the team to stay active together while bonding and making great memories. Cheers to a healthy, positive and prosperous 2020 for you all!

CENTRAL COAST RENAISSANCE FESTIVAL

BY LARISSA BARRIOS

It's a warm California summer day when you pass through a wooden archway into another time. You hear the cries of hawkers selling their wares, a crowd roaring with delight, and the distant sound of flutes, lyres, and drums. Roasted turkey and aromatic spices from far away lands waft among the thoroughfares lined with tents under a grove of trees. A nobleman tips his hat to you as he heads to the arena where knights display their prowess in combat. By simply passing through the entrance, you have wandered back in time, at the California Central Coast Renaissance Festival.

One of the longest-running in the state, the Central Coast Renaissance Festival has been going strong since 1992. The event is run by History Revisited, a nonprofit organization dedicated to replicating what life was like in 16th century England. For two days, both the young and old can participate in an idyllic vision of a bygone era. Much like today, Festivals or Faires were a way for people from all walks of life to escape the day to day drudge and celebrate. They also encouraged trade, often drawing merchants from neighbouring

Europe as well as the Middle East and Asia.

Vendors in tented booths sell just about anything your heart could desire. Weapons, jewelry, mugs, clothing, hats, and even soap are available with price ranges for every budget. One can get a simple trinket or purchase an entire costume to wear around the faire. Once you've had your fill of shopping, head over to the food court where you can get a signature turkey leg with a mug of ale. The faire also offers meat pies, ice cream, Chinese, Greek, and for the first time this year, vegan food.

One of the most attractive aspects of the faire is the entertainment. Enjoy classic performances from the Merry Wives of Windsor, the Barley Corn Dancers, or Fowl Tales. Be amazed by Out of Kontrol's reckless juggling. The entertainers are sure to astound with their stunts and off the cuff humor. Help Manis O'Toole find his missing Yak named Clark, and if unsuccessful, use your imagination as he substitutes a willing audience member for the show. Learn how illnesses were cured from the resident Plague Doctor. If you cannot find a remedy, dance with The Danse Macabre, a collective of dancers in skeletal costumes that will waltz your soul to the great beyond.

Follow the sound of drums to find the Double Crown Dancers, a belly dance troupe that entertains Princess Samsonia of Persia, and her husband, Sir Lord Sherley. The troupe performs dances with canes, veils, and even swords to the beat of dumbeks, zills, and tambourines. They've also been known to throw in a dash of comedy into their routines. It isn't surprising to find them dragging audience members onto the stage to teach them a few moves or a dance-off between a "good" and "bad" dancer.

No matter what great entertainment you see, make sure to leave time to catch a show in the main arena for a Knight Fight from the History Channel. These men will go head to head in full armor with real weapons, including swords, axes, and maces. While the weapons themselves are blunted, the hits are as real as the crowd cheers. Pick your favorite knight and root for him as he tries to eliminate his opponents and be the last man standing.

If you're coming with kids, head over to the Buccaneer's Stage, which features a twenty-five-foot pirate ship. Kids can go aboard and explore the ship, as well as learn nautical terms and sea shanties. Stay for Buccaneer Boot Camp, where the kids get balloon swords and learn to attack and defend like a true swashbuckler.

Both days offer a unique experience to be had, but Sunday is officially Pirate Day. Kids will receive a booty bag upon entrance and are encouraged to go from vendor to vendor searching for treasure. For a true pirate experience, head over to Pirate's Row, where you can learn to talk like a pirate, take photos at the photo booth, or play games such as liar's dice or tug a rope.

When it's time for the Faire to close, a final parade will wander through the streets, singing "Na na na na, hey hey hey, goodbye," to wish you farewell as you make your way to the exit. Like the storied days of old, the faire hopes you have treasured memories that you will look back on and come again. This year the Central Coast Renaissance Faire will be held on July 18th and 19th, 2020. Come and see all the faire has to offer. Who knows what adventures await you!

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