

DATA SHEET

MAIL360™ Data Manager

POWERFUL MAIL TRACKING SOLUTION THAT COLLECTS, ORGANIZES, AND STORES LARGE VOLUMES OF DATA TO PROVIDE INSIGHT INTO THE DIRECT MAIL DELIVERY



Summary

MAIL360 is the extensible architecture that leverages the value of Intelligent Mail®. MAIL360 is designed to assign and manage the Intelligent Mail barcode (IMb) per USPS® specifications, guarantee the uniqueness of the IMb across the enterprise, and provide insight of direct mail delivery. MAIL360 Data Manager maintains a single view of your direct mail, providing you the insight to stay connected with your customers.

Benefits

- Single collection point of all direct mail activity
- Track direct mail activity at job and mail piece level.
- Coordinate integrated direct marketing, call center staffing, and fulfillment activities upon the receipt of direct mail
- Single database of address change data that can be easily shared with your return mail applications

OVERVIEW

Direct mail is a major component of your overall direct marketing and communications to customers, prospects, and shareholders. Not only do you want to prepare the right communication to the right recipient; but you want to make sure that direct mail has been delivered to the right location to achieve your call action. It is important to have a mail tracking solution that provides you insight on mail delivery while allowing you to track the envelopes content.

MAIL360 Data Manager collects and matches large volumes pre-mailing data with mail delivery data received from the United States Postal Service (USPS) in a single, organized database. This allows for you to gain insight into the latest delivery status that includes current delivery location or most recent address change.

MAIL360 Data Manager has taken your business data into consideration to simplify searching for direct mail status; allowing you to use those elements most common to your business such as name, account number, invoice number, document type, mailing date, or telephone number.

Mail tracking systems should not be restricted only to outbound mail, so MAIL360 Data Manager will also track remittance mail to your organization. Using MAIL360 Data Manager you will be able to gain insight on the invoice being sent to your customers and the payments that are being returned via the mail.

“Where is my mail?”

MAIL360 Data Manager simplifies the way you search for tracking details for each piece of direct mail by using data that is most familiar to your organization. Using the MAIL360 Data Manager allows you to search for a specific piece of direct mail and obtain insight to the latest delivery status and location of the mailpiece. Now you are able to answer the all important question: “Where is my mail?”

Reporting

MAIL360 Data Manager provides effective tools to report direct mail delivery status, delivering insight to the latest USPS delivery information. MAIL360 Data Manager includes a number of reports that give status of your mailing jobs; simplifying the reporting on the volumes of direct mail that is delivered daily. These reports allow the reader to obtain insight to the number of direct mail pieces that are delivered and undelivered for each job. MAIL360 Data Manager provides geographical reports on mail delivery so that you are able to understand delivery trends by geographic location.

MAIL360 Data Manager enables you to better manage your mailings and provides reports that allow you to interact appropriately with each stakeholder to provide the most recent status of direct mail activity.

MAIL360 Data Manager reports provide insight to the quality of the addresses used in your direct mail. Users of MAIL360 Data Manager can report

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on address changes received electronically from the USPS giving users access to the latest delivery information maintained by the USPS. MAIL360 Data Manager Address Quality Scorecard measures the pre-mailing and post-mailing quality of your addresses.

Enterprise Address Management

Enterprise Address Management (EAM) is an automated, closed-loop approach that connects address owners with customers, postal records, and real-time data. EAM simplifies the processes organizations use to cleanse, validate, and update addresses at the source.

MAIL360 Data Manager collects, organizes, and stores address data; including the original mailing address and any changes that may occur during validation and delivery. MAIL360 provides a centralized location for address data that delivers insight into most recent address delivery information.

This data can then be used as key input for any EAM or return mail solution. The data contained in MAIL360 Data Manager improves the automation of these solution by providing the originally mailed address, any reported new address, and any exception codes reported through the validation and delivery processes. MAIL360 Data Manager provides a single collection of data that immediately increases your communications to customers, prospects, and shareholders; reduces undeliverable mail; and protects your investment in direct mail.

Return on Investment

With MAIL360 Data Manager, legal organizations can certify that the mailed notification entered the mailstream in compliance with a notification period as defined through regulatory requirements. Using the feedback from the USPS Confirm® scans will provide proof of delivery of a documents or notifications delivered to the most current customer address.

Direct mail is often a component of integrated direct marketing efforts. With MAIL360 Data Manager marketing can predict the delivery of direct mail to execute secondary marketing efforts in any integrated marketing campaign .

Knowing when information is delivered to customers allows for call centers to right-size staffing for expected inbound call volumes which leads to increased customer satisfaction from lowered customer hold times for a representative. Call centers can also view the status of outbound mail, providing customers better insight into mail status.

Operations can track remittance mail to determine if a customer's payment is in the mail and delay, for example, the unnecessary disconnection of service if the remittance envelope has been identified in the mailstream. Not only does this support better customer relations but also greatly impacts operational costs.

Knowledge of remittances in the mailstream helps finance predict the receipt of cash and influences cash flow management.

Mail operations use MAIL360 Data Manager to obtain insight on how well the USPS is meeting its service level obligations on mail delivery. Mail operations are able to identify bottlenecks in postal delivery and may use MAIL360 Data Manager to proactively report those issues to the USPS for resolution. Utilizing MAIL360 also provides eligibility for top postal discounts for Intelligent Mail compliance.

MAIL360 Data Manager maintains a single view of your direct mail communications, providing you the insight to stay connected with you most important corporate asset, your customers.

FIND OUT MORE ABOUT MAIL360 AND OUR OTHER ADDRESS QUALITY AND COMMUNICATION INTELLIGENCE SOLUTIONS BY VISITING WWW.PBINSIGHT.COM OR CALL US TODAY AT 800-327-8627.

Every connection is a new opportunity™