

Freedom to choose, save and optimize.

Control mailing costs.

Controlling postage spending and making sure their campaigns arrive at the right time and place are both vital to maintaining competitive advantage for direct mailers. That's only part of the equation.

You also need freedom and productivity. That includes the ability to choose the best mailing strategy (direct present, commingle or a combination) for each job and a simple, automated and reliable process that helps you make that decision.

Choosing the sortation strategy that controls costs and optimizes mailing performance hasn't always been easy.

Mailings that are ZIP-Code-dense (i.e. for a Congressional candidate's campaign) are ideal for direct present to the USPS®. Those that have a wide geographic dispersal across many ZIP Codes may lack the density needed to gain the greatest postage savings. Those demand commingling with mail from other sources to reach the right threshold. Some mailings demand the ability to direct present one portion and commingle the rest.

For an easy-to-use, secure, web-based solution that helps you simplify and optimize sortation decisions, look to PrimeSort from Pitney Bowes.

PrimeSort helps you make the right sortation decision, piece by piece.

Based on the input you provide, the PrimeSort solution analyzes your mail files, then helps you determine the best processing scenario, whether it's:

- Direct present
- Commingled/One Pass
- Or a combination of both — Hybrid

Using its intuitive interface, you simply upload your mailing files, answer a few quick questions, and PrimeSort recommends the best combinations to optimize postage. You always have the freedom of choice to make the right decisions for you or your clients.

The PrimeSort solution can split mail files to prepare each mailing for superior savings and campaign management. It provides you with flexibility in assigning processing options for each mailing and helps you ensure that each mailing is ready for induction. It even generates mail preparation files, tray labels and more.

For more information, visit us online: [pitneybowes.com](https://www.pitneybowes.com)

Direct present identified.

If you currently direct present a portion of your mail to the USPS®, you can continue to do so with PrimeSort™. It recognizes that segment of your mail that's already sorted to the finest postal discount, and specifies that portion of the file as direct present.

Commingled and One Pass for bigger savings

The PrimeSort solution can segment mail that isn't destined for direct present to be commingled. Commingling give you additional postage discounts and benefits like inducting your mailing further into the USPS mailstream. All five regional Pitney Bowes Standard Mail® operating

centers drop mail three days per week, giving you predictable schedules and consistent delivery.

Combining Pitney Bowes One Pass services with commingled mail offers even greater savings. One Pass uses Pitney Bowes unique methodology to prepare your mail. It eliminates the need for multiple sorts reducing commingle costs and improving throughput.

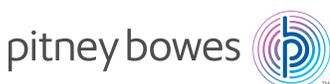
Hybrid equals flexibility.

For mailers looking for additional postage discounts beyond direct present or commingling, PrimeSort has the ability to continue maximizing postage discounts by offering a hybrid model that consists of both direct present and commingle.

Cloud-based address cleansing, mail tracking and more.

PrimeSort also includes address hygiene, de-duping, USPS documentation and mail piece tracking capabilities, and it produces Full Service Intelligent Mail® barcodes. As a secure, cloud-based solution, it requires no hardware, software or IT overhead.

The PrimeSort solution supports you whether you're looking to determine the most effective mailing method for a new job, or want to optimize the processing of an, existing one. With PrimeSort, you can maximize cost savings and mailstream performance on every piece.



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