



Mailing

Amplify the impact of marketing mail

Presort Services gives you more speed, control, visibility and reach.



Pitney Bowes is the right choice for commingling marketing mail.



Pitney Bowes Presort Services by the numbers:

- 16 Billion pieces of mail commingled annually
- 35+ Operating Centers nationwide
- 5 Operating Centers dedicated to Marketing Mail®

Mail service providers have always been devoted to giving their clients superior results at the most competitive cost.

However, delivering on that promise in today's environment has never been more challenging. To meet those promises, marketing mailers need:

- Consistent, predictable and high-performance mail delivery
- Accurate and precise tracking that provides insights
- Cost-efficient per-piece pricing
- Operational flexibility to take on new challenges and offer services that lead to higher revenues
- The ability to offer a seamless, satisfying user experience across both physical (mail) and digital (mobile, email, web) channels.

You can satisfy all these needs by calling upon Presort Services. We offer you four game-changing advantages:

- More speed for swifter and more precise delivery
- More visibility for complete end-to-end tracking of your mailing
- More control with guaranteed per-piece pricing and predictable in-home dates
- More reach to generate even more impressions for marketing mail through omnichannel touches.

We're an established leader with expertise and technology that advances the state of the art in mail processing, and we relentlessly innovate and enhance our services and overall capabilities to give marketing mailers a competitive edge for every mailing.



Here's what we bring to the table.

Pitney Bowes is the largest USPS® work share partner, with the most comprehensive national mailing network: 35+ operating centers throughout the United States, with five dedicated solely to marketing mail. We securely process and optimize postage savings for 16 billion pieces of mail every year; if Presort Services were a country's national post, we'd be among the ten largest in the world by mail volume.

But size and scale tell only part of our story.

We bring a new level of precision, reliability and agility to every mailing. We utilize our national footprint to induct mail closer to its final destination. We offer up to six mailings every week* to help you precisely time marketing campaigns. With over 350 drivers coast-to-coast supported by a team of logistics experts, our trucking fleet is extensive, agile and resilient.

We help you minimize postage expenses, and maximize efficiency. By tapping into our rich understanding of changing USPS regulations and dynamic postal discount opportunities, you comply with USPS requirements while saving money.

*Available in select Operating Centers only.

We put best-in-class technology at your fingertips. The tools we offer let you easily manage mailing options, optimize postage spend, gain visibility into your mailstream, and extend the impact and value of every campaign.

We're committed to service, innovation and excellence. We embrace stringent global quality standards like ISO 22301, and we adhere to Lean Six Sigma, driving unnecessary expenses out of our operations, increasing efficiency, and fostering continuous improvement in our processes and work culture. Our innovation extends to Pitney Bowes Financial Services, which helps you easily manage all shipping and mailing expenses, and gain clear insights into your postage spend and budget processes.

Presort Services combines all of these qualities to give you four huge advantages over your competition.

01. Speed with precise in-home delivery dates for national campaigns

You get velocity, flexibility and precision; your clients get superior predictability. With marketing mail as a central element, you can plan and execute meticulously timed omnichannel campaigns.

We mail up to six days per week, with optimized cross-country routing to offer you fast delivery times. Dropping your presorted mail at the right time and right point of entry into the USPS mailstream lets you manage campaign delivery windows with control and consistency.

Our five marketing mail operating centers throughout the United States induct your mail at the USPS facility that's the closest, and the fastest, to its destination. Your mail is sorted to its finest density, which helps you save money and more precisely time its delivery.

We offer fast and flexible commingling options.

For the most effective and cost-efficient mail processing, we give you a choice: you can commingle or direct present your mail, or select a hybrid model combining both methods.

Direct present lets you handle all presorting in-house: "containerizing" the mailing, and compiling and furnishing to the USPS all mandated documentation. You then induct your mail at a USPS business mail entry unit yourself. Direct present is ideal for ZIP Code-saturated mailings.

If you want to optimize the delivery and cost-effectiveness of every piece, opt for the flexibility of hybrid mail processing. You can choose direct present for mail that's ZIP Code dense and enjoy the discounts and delivery speed of commingling for mail where ZIP Code concentration is lower.

Our nationwide logistics network is reliable and responsive.

Offload your transportation headaches to an accountable, reliable partner and enjoy the benefits of consistent freight pricing. Presort Services manages the pick-up of your sorted mail jobs and direct-presentation to the USPS. We truck billions of pieces of marketing mail a year and work with a national network of logistics companies.

Our state-of-the-art, national transportation command center serves our drivers round-the-clock and provides live communications support. Advanced contingency planning uses real-time news and meteorological information to deal with emergencies and minimize (or avoid) delays or disruptions.



02. Visibility, to let you track your mailing from end to end.

You gain a complete view of your marketing mail from the time Presort Services completes its initial quality check through USPS processing and delivery; you and your customers gain peace of mind from knowing their mailing is secure and on schedule.

Track job status and individual mail pieces (using Intelligent Mail® barcodes) in near real-time. Take advantage of a full suite of reporting options — dashboards, self-service queries and more.

| Job ID | Origin Site | PPS/Job Number | Name | Date Picked up by | Mail Class | Volume | Current Status | Job Status Bar |
|--------------------|------------------|----------------|------|-------------------|------------|--------|----------------|----------------|
| 995-18308-181527-3 | 945-Jacksonville | 18308 | | 05-11-2018 | Standard | 12,930 | USPS Withhold | [Icons] |
| 995-18308-181527-3 | 945-Jacksonville | 18308 | | 05-25-2018 | Standard | 6,138 | USPS Delivery | [Icons] |
| 995-18308-181527-3 | 945-Jacksonville | 18308 | | 05-09-2018 | Standard | 7,248 | USPS Withhold | [Icons] |
| 995-18308-181527-3 | 945-Jacksonville | 18308 | | 05-29-2018 | Standard | 5,832 | USPS Withhold | [Icons] |
| 995-18308-181527-3 | 945-Jacksonville | 18308 | | 05-11-2018 | Standard | 8,248 | USPS Withhold | [Icons] |
| 995-18308-181527-3 | 945-Jacksonville | 18308 | | 05-23-2018 | Standard | 488 | USPS Delivery | [Icons] |
| 995-18308-181527-3 | 945-Jacksonville | 18308 | | 05-27-2018 | Standard | 338 | USPS Delivery | [Icons] |
| 995-18308-181527-3 | 945-Jacksonville | 18308 | | 05-21-2018 | Standard | 338 | USPS Delivery | [Icons] |

We help you monitor your mailstream.

IntelliVIEW™ lets you visualize or download geographic delivery and tracking data and run your own analytics. You can access detailed reports that demonstrate your mailings are sent on time. Verify compliance with service level agreements and regulations, and produce documentable audit trails.

With true end-to-end reporting functionality, IntelliVIEW provides data to better anticipate mail piece in-home dates across the country, and can facilitate reconciliation or chain-of-custody audits. IntelliVIEW is cloud-based and requires no capital investment for software and hardware, or additional expenses for IT, data management, maintenance or software licensing.

03. Control, to manage costs, jobs, and in-home dates.

You get reliability, choice and the ability to make the right decisions; your customers maintain stewardship of their mailings and effective oversight of their budgets.

Presort Services offers you guaranteed per-piece pricing and more reliable in-home dates. Our ability to scale allows you to outsource the presorting of as much (or as little) as you need. You can focus on your core business, respond quickly to new jobs or opportunities, and enjoy better productivity and profitability.

Rigorous business resilience programs in every operating center help to ensure both continuity in the event of a service interruption, and maximize availability by taking advantage of our widespread geographical footprint for agile contingency planning.

PrimeSort™ simplifies mail-processing decisions.

Optimize your sortation decisions with PrimeSort. Using a name and address or a Mail.dat file, PrimeSort software helps you identify the best processing scenario—commingle, direct present, or hybrid—to prepare a mailing and save on postage costs. It even generates mail preparation files, tray labels and more.

We offer a one-stop source for postage funding.

Pitney Bowes Financial Services makes it easy for you to manage all shipping and mailing expenses, including Presort Services, meter and permit postage, major carrier (USPS and UPS®) shipping costs, and Pitney Bowes supplies. You can choose either prepaid or credit accounts to streamline payment processes, improve budget planning and simplify accounting.

04. Reach, to help you add digital muscle to mail campaigns.

You, and your customers, can engage the massive audience of mobile device users and multiply the number of impressions for each marketing mail campaign. Presort Services helps you easily add digital touches to your marketing mail for a significant performance boost.

Gain higher conversion and response rates—adding just one digital channel to your mailing yields a 118% lift in response rate and up to a 28% higher conversion rate¹. Expand your target audience and identify more prospects. Boost your campaign's reach beyond your mailing list, with minimal incremental spend.

Synchronize™ Mail + Mobile enhances the power of marketing mail.

When physical and digital communications work together, they're more effective. Improve response rates, deliver the right message to the right targets at the right time, create greater impact, and offer a more seamless customer experience across channels.

Synchronize Mail + Mobile maps consumers' physical addresses to hundreds of millions of unique mobile device IDs. It lets you leverage existing creative and artwork to quickly create mobile banner ads — and helps you manage an omnichannel campaign that combines the strengths of physical mail and mobile communication.

Mail + Mobile: An intelligent integration leads to greater consumer response.

Integrating direct mail with mobile advertising leads to:



¹Source: <https://compu-mail.com/blog/2017/07/14/30-direct-mail-statistics-for-2017/>

In a competitive environment, Presort Services helps you completely overdeliver.

What does overdeliver mean? It means that Pitney Bowes Presort Services goes the extra mile to help you reach levels of marketing mail performance that exceed your expectations, and your customers' expectations, too.

You mail smarter. Our experts know best practices in mail processing, understand USPS® requirements, and ensure you're in compliance. We help your mail generate more impressions and more conversions. You're more efficient and more productive. You save money, and you make your customers happy.

You grow faster. At a time of intense competitive pressure, we help you focus on your core business, scale easily, increase revenues, and be more profitable.

Presort Services is the ideal business partner for marketing mailers who want to make their customers happier, save money, and be more productive and effective. No one else can match what we offer to help you execute superior campaigns, again and again.

To find out more about Presort Services, visit pb.com/us/marketingmail.



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