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### Save with Saturation Mailings

April 14, 2011 in Resources

#### Using Occupant Mailing Lists or NEW Simplified Addressing

In January, we noted Saturation Mailings among the direct mail trends for 2011. These occupant mailing lists are an excellent way for businesses to saturate their direct mail message within a specific area(s) using ZIP codes and carrier routes.

At a rate about 25% less than Standard Mail, Saturation Mail can offer cost-effective direct response marketing, targeting every potential customer within a given geography. In order to qualify for the rate, automation guidelines must still be adhered to for sorting, bar coding, packaging, and tagging. The mailing must also include at least 75% of all addresses (including commercial) or 90% of all residential addresses in the carrier route of the mailing.

In the past, saturating an entire area wasn't necessarily the best option for some businesses because there were no targeting capabilities. Today, more information is available to refine mailing lists, including median age, household income, median home value and percentage of households with children, all by carrier route. For Saturation Mailings, mail pieces must contain the full delivery address and may be addressed to "Occupant," "Current Resident," etc.

#### Recent Changes to Simplified Addressing Make Saturation Mailings Easier!

In January 2011, the USPS began easing rules for Simplified Addressing, enabling businesses to use "Postal Customer" on mailing pieces rather than a full name and exact address. Simplified Addressing is a means of using Saturation Mailing without the added expense of mailing lists or addressing the mail piece. Many business mailers were unaware of Simplified Addressing before these new changes went into effect. Up until now, this method was available only to municipalities, governments, and non-profit organizations.

The simple part of this process entails selecting which ZIP code(s) you wish to target and then finding out how many delivery points exist on each route. Mailers may access the USPS's Delivery Statistics File (DSF) for up-to-date route statistic. The USPS has also developed some useful online tools at <https://smp.usps.gov/> to assist mailers in planning their mailings and costs utilizing Simplified Addressing.

Preparation is also easier; requiring only that you bundle the amount of delivery points for each route in separate bundles of 50 and then label each bundle. Mailing in this manner is an inexpensive yet effective option for local businesses mailing by themselves or doing co-op mailings with other area merchants to share in the cost. It can also be used by larger retailers or big box chain stores to drive store traffic by targeting areas around their locations.

#### The follow are examples of Simplified Addressing from the United States Postal Service web site:

Use these Simplified Addressing formats for any USPS entry point:

\*\*\*\*\*ECRWSS\*\*\*\*

PO Box Holder

City, State 5-Digit Zip Code

\*\*\*\*\*ECRWSS\*\*\*\*

Residential Customer

City, State 5-Digit Zip Code

Use this format for local Post Offices servicing your target area:

\*\*\*\*\*ERWSS\*\*\*\*

Local

Postal Customer

All mail pieces must contain the ECRWSS marking in the address area or within the permit indicia. The route number is required on Facing Slip (bundle identification label) and is optional in the address area.

The recent changes to Simplified Addressing are significant but mailers should note this type of mailing is only

for flat sized mail and irregular parcels (i.e., tubes and rolls) and NOT applicable for letters (which, along with flats are allowed in Saturation or High Density Mailings). Despite the no letters rule for Simplified Addressing, a mailer can still obtain postage low as 14.2 cents when dropping mail at the local delivery unit, also known as the Destination Delivery Unit (DDU).

**For more Details on Simplified Addressing & Saturation Mailings,**

**Refer to the USPS links below:**

Learn more about USPS Delivery Statistics and see samples at:

<http://www.usps.com/ncsc/addressinfo/deliverystatistics.htm>

Simplified Mailing Process Tools (select carrier routes and obtain, costs, documentation, facing slips & more): <https://smp.usps.gov/>

For more details on qualifying for saturation mail rates, visit the U.S. Postal Service's Business Mail site [www.usps.com/businessmail101](http://www.usps.com/businessmail101)

Find the complete USPS Domestic Mail Manual at:

[http://pe.usps.com/text/dmm300/dmm300\\_landing.htm](http://pe.usps.com/text/dmm300/dmm300_landing.htm)

**Comments (3)**

```
user_id; $user = new WP_User( $user_id ); if ( !empty( $user->roles ) && is_array( $user->roles ) ) { foreach ( $user->roles as $role ) $role = "Site ',$role.', "; } $theAuthor = get_the_author_ID(); if ( $theAuthor == $comment->user_id ) { $role = 'The author of this article, ' ; } ?>
```



**whm reseller says:**  
July 15, 2011 at 8:43 pm

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**Reply**

```
user_id; $user = new WP_User( $user_id ); if ( !empty( $user->roles ) && is_array( $user->roles ) ) { foreach ( $user->roles as $role ) $role = "Site ',$role.', "; } $theAuthor = get_the_author_ID(); if ( $theAuthor == $comment->user_id ) { $role = 'The author of this article, ' ; } ?>
```



**Bobby Olsson says:**  
October 20, 2011 at 1:15 pm

Really excellent blog post. I simply found your current webpage along with wished for you to express that will I have extremely appreciated examining your current web log along with threads. Nevertheless I'll always be signing up your current supply along with My spouse and i desire for you to look over your current web log yet again.

**Reply**

```
user_id; $user = new WP_User( $user_id ); if ( !empty( $user->roles ) && is_array( $user->roles ) ) { foreach ( $user->roles as $role ) $role = "Site ',$role.', "; } $theAuthor = get_the_author_ID(); if ( $theAuthor == $comment->user_id ) { $role = 'The author of this article, ' ; } ?>
```



**nutrition info says:**  
October 21, 2011 at 4:50 pm

An interesting discussion is worth a comment. I think that you should write more on this topic, it might not be a taboo subject but generally people don't speak enough about it. Cheers

**Reply**

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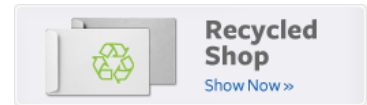
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