

# Intelligent Mail® barcode

## Goal: Optimizing Postal Savings

The Intelligent Mail® barcode offers many advantages, and how you manage the near-term implementation could have long-term implications for your business. Decisions you make today could impact marketing, finance, customer care and your overall customer experience for years to come. Potential benefits include:

### **Maximize postal savings**

- Earn automation discounts
- Save up to 6.1 cents on every First-Class one-ounce letter
- Save even more on heavier mail pieces

### **Visibility into the mail stream**

- Enjoy low cost proof of mailing
- Track payments
- Provide more efficient customer service
- Improve marketing results
- Manage vendor performance

### **Increased customer knowledge**

- Automatic address updates
- Improve mail delivery
- Reduce returned mail

### **Improved efficiency of print and mail operations**

- Improve tracking
- Reconcile jobs
- Implement file-based processing
- Automate job reprints
- Generate productivity reports
- Increase efficiency

Call us today to find out how using the Intelligent Mail® barcode can help YOUR business!

**1.800.236.7515**

