

National Outdoor Lifestyle Postal Optimization and Tracking Success Story

Challenge:

A national outdoor lifestyle publication with a monthly distribution of about 25,000 was getting ready to publish their high-visibility 50th anniversary issue. Key members of their organization were reporting severe delivery issues and in some cases, reports of no delivery for the entire year. The delivery issues had to be corrected before the distribution of their anniversary issue.

Solution:

To address the delivery issues, the client was exploring spending significantly more money for UPS delivery of their anniversary issue. Enru's team advised the client to avoid UPS delivery, as this action would threaten their Periodicals mail status. Enru's List Services reviewed their prior mail files and determined their current vendor failed to prepare the mail files for Full-Service Intelligent Mail, which was the root cause of their delivery issues.

Results:

The client quickly realized their current List Services vendor had been processing their mail files incorrectly. The 50th-anniversary mailing was processed correctly through Enru's facilities with Full-Service Intelligent Mail. All of the Magazines arrived on time and Enru's Mail Tracking Service was used to verify delivery.

Mail Tracking Services:

Enru's mail tracking services allows a view of the mail processing data on a secure online portal (24 x 7) as your mail moves through the Postal network. Data includes the date, time, and location of a mail piece as it progresses from its first USPS scan to its last.

Mail List Processing:

Enru processes mailing lists using industry-leading software applications to prepare mail to bypass one or more sorting steps once it enters the mail-stream. In turn, the USPS is able to offer reduced rates, and your mail will be processed and delivered more quickly.

We Thrive on Complexity to Simply Deliver.
