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**DESIGN DISTRIBUTORS, INC. IS PROUD TO ANNOUNCE OUR NEWEST FEATURE, IMB MAIL-TRAX™, WHICH INTEGRATES THE FULL FEATURES OF THE USPS INTELLIGENT MAIL® BARCODE (IMB) TRACKING SYSTEM WITH OUR DIRECT MARKETING EXPERTISE.**

IMb Mail-TraX™ services give you the ability to keep track of your outgoing mailpiece movement throughout the delivery process as well as incoming return reply mail.

IMb Mail-TraX™ uses machine-readable Intelligent Mail barcodes (IMb) which provides, through reporting, an assortment of information, such as the date, time, serial number, delivery point, and sender of the mailing. This allows tracking of the real time location of your mailpieces (automation-compatible letters and flats for First-Class Mail®, Standard Mail®, and Periodicals mail) in the postal system as it is scanned into the USPS OneCode Confirm Service.

Design Distributors, Inc. IMb Mail-TraX™ will make your direct mail campaigns faster, more economical, and improve response rates and ROI, while giving you quantifiable data for use in future projects and market expansion.

## Features And Benefits

- ✓ Incorporates USPS Intelligent Mail barcode to provide entry to delivery OneCode Confirm tracking data of a job's path through the mailstream.
- ✓ Compatible with First-Class® and Standard Mail®.
- ✓ Allows unique identification of every piece in a mailing job, to provide delivery details with any desired level of specificity.
- ✓ Estimates delivery arrival and the "days-in-system" each mailpiece will need based on class and sorting.
- ✓ Multiple levels of data collection and reporting.
- ✓ Integrate direct marketing programs. Boost response rates by timing follow-up e-mail or telemarketing calls to coincide with in-home direct mail delivery by taking advantage of the delivery predictability that comes with using IMb Tracing™ to track outgoing mailings.
- ✓ Sharpen follow-up communications. Use the mail intelligence gathered from IMb Tracing™ to track incoming and outgoing mailings to improve the effectiveness of telemarketing follow-up.
- ✓ Ensure timely delivery of marketing messages. Ensure that marketing messages reach target audiences in time to support promotions and boost traffic by using IMb Tracing™ data for near real-time tracking of outgoing solicitations.
- ✓ Test different creative images and offers against others to evaluate the success of ad campaigns and determine which bring higher response rates by using IMb Tracing™ on both incoming and outgoing mailpieces. IMb Tracing™ results are faster than conventional seeding methods for which results may take weeks or months to compile.
- ✓ Evaluate mail effectiveness. Plan future campaigns by using IMb Tracing™ on incoming reply mail to measure how effective direct mail is at generating responses or sales and identify the day of the week customers are putting reply mail into the mailstream. IMb Tracing™ data can be used to identify and analyze response rate curves.

## **IMB Mail-Trax Questions:**

### **What is the Intelligent Mail® barcode?**

IMb Tracing™ is the successor to the legacy Confirm Service. The IM™ barcode (IMb) combines the data of the current POSTNET™ and PLANET Code® barcodes, as well as other data, into a single barcode. IMb Tracing™ allows mailers to uniquely identify and receive mail processing data for outgoing and incoming reply mailpieces. It provides mailers with information about automation-compatible letters and flats for First-Class Mail®, Standard Mail®, and Periodicals mail. Data includes the date, time, location and sort operation of a mailpiece processed at a Postal Service facility.

### **How often is IMb Mail-TraX™ data updated?**

Scanned data for the IMb is collected at every scannable location it passes through during the day. We will have your up-to-date reports ready for review each day.

### **How will IMb Mail-TraX™ improve my mailings?**


IMb Mail-TraX™ can help you accurately measure your direct marketing efforts to achieve a number of benefits. By understanding in-home delivery trends for your mailing jobs, you can coordinate more effective timing for mailings as well as follow-up campaigns, telemarketing initiatives and other marketing efforts. You can also use the data to resolve delivery discrepancies or other delivery issues with the U.S. Postal Service.

### **Who can benefit from IMb Mail-TraX™?**

Organizations that may benefit from IMb Mail-TraX™ include the following: Financial organizations, printing and publishing companies, audio and book clubs, government agencies, hospitality companies, banks, insurance companies, retailers, catalog and mail order companies, telecommunications companies, non-profit organizations/charities, utility companies, direct mail advertisers, and political organizations.

Design Distributors, Inc.'s **IMb Mail-TraX™** is an innovative service that works seamlessly with your already presorted mailpieces and assigns a unique ID for each mailpiece and includes that data in the Intelligent Mail barcode that is printed directly on the address labels.

## How does the IMb Work?



Type	Field	Digits
Tracking Code	Barcode Identifier	2 (2nd digit must be 0–4)
	Service Type Identifier	3 (First Class, Standard, Periodical)
	Mailer Identifier	6 or 9
	Serial Number	9 (when used with 6 digit Mailer ID) 6 (when used with 9 digit Mailer ID)
Routing Code	Delivery Point ZIP Code	0, 5, 9, or 11
Total 31 maximum		

## What will the IMb Mail-TraX™ report?

You will receive reports on the status of the mailpieces listed by State, Date and/or by NDC/BMC locations. Included within will be delivery dates (“Stop the Clock” final scans), estimated delivery, overall percentages of campaign pieces, average delivery times,

The IMb codes are updated at every scan point along the way and that information is passed to the USPS OneCode Confirm®. Your daily reports will have the most up-to-date information available.

We hope you take this opportunity to improve your direct mail performance and data collection by trying **IMb Mail-TraX™** on your next campaign. Please speak to your Design Distributors, Inc. sales representative for more information on integrating this exciting process with our already outstanding service.

## IMb Mail-Trax™ Sample Report - Delivery By State

### Job Report by State

MAILING INFORMATION		MAIL GROUPS		PRINTED BY: BRuggerio	
ID:	30533-01	Default BCC	0010715	SORT / GROUPING:	State
MAILING NAME:	One Month Free	OTHER CRITERIA:	None		
MAIL CLASS:	Standard Mail®				
PIECE COUNT:	173,277				
MAILING DATE:	3/18/2011				
FIRST DROP:	3/21/2011				
IN-HOME START:					
IN-HOME END:					
LAST SCAN:	4/1/2011				

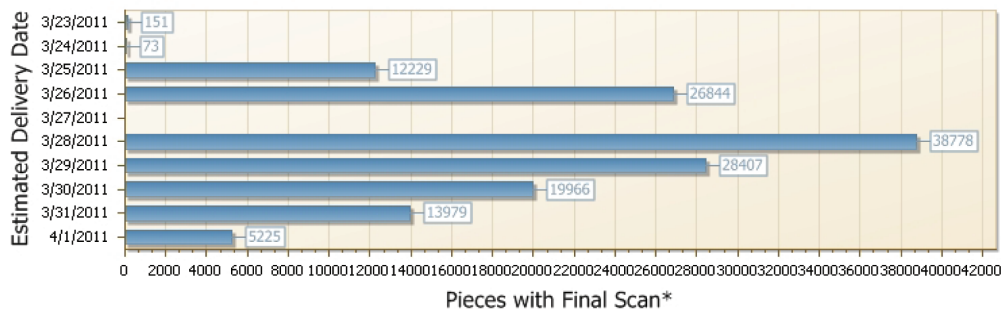
	Total Pieces	Total Final Scan	Avg Days	3/23 Wed Day 2	3/24 Thu Day 3	3/25 Fri Day 4	3/26 Sat Day 5	3/27 Sun Day 6	3/28 Mon Day 7	3/29 Tue Day 8	3/30 Wed Day 9	3/31 Thu Day 10	4/1 Fri Day 11
Un	13	4	NaN	0	0	0	0	0	0	0	0	0	0
AA	1	0		0	0	0	0	0	0	0	0	0	0
AE	2	0		0	0	0	0	0	0	0	0	0	0
AK	31	2	11.0	0	0	0	0	0	0	0	0	0	2
AL	80	1	9.0	0	0	0	0	0	0	0	1	0	0
AP	3	0		0	0	0	0	0	0	0	0	0	0
AR	85	1	7.0	0	0	0	0	0	1	0	0	0	0
AZ	449	393	7.8	0	0	0	0	0	311	3	0	2	79
CA	520	107	10.3	0	0	0	0	0	0	0	0	80	27
CO	329	292	7.9	0	0	0	0	0	211	18	10	0	53
CT	46	43	6.5	0	0	0	11	0	30	2	0	0	0
DC	67	64	7.0	0	0	0	0	0	64	0	0	0	0
DE	13	12	5.2	0	0	0	12	0	1	0	0	0	0
FL	1103	775	6.5	0	0	0	227	0	508	41	1	0	0
GA	244	151	7.3	0	0	1	13	0	104	4	15	11	3
HI	27	0		0	0	0	0	0	0	0	0	0	0
IA	7235	6665	5.7	0	0	586	3732	0	2056	286	5	0	0
ID	29	5	10.0	0	0	0	0	0	0	0	0	0	5
IL	21373	15678	9.3	0	0	0	0	0	462	3537	4184	6486	1048
IN	14247	13182	7.1	0	0	2008	2844	0	2717	2417	1065	310	1831
KS	6602	5687	9.7	0	0	0	0	0	0	0	3012	1196	1479
KY	2814	2531	5.5	0	0	551	1558	0	46	1	129	245	1
LA	61	0		0	0	0	0	0	0	0	0	0	0
MA	114	105	6.1	0	0	30	0	0	75	0	0	0	0
MD	178	165	6.2	0	0	0	68	0	95	2	0	0	0
ME	31	28	4.8	0	0	21	0	0	7	0	0	0	0
MI	23339	20067	6.9	0	0	30	4284	0	9371	6081	155	105	52
MN	17066	14931	8.4	0	0	0	0	0	1211	7531	4931	1199	60
MO	6963	5131	9.2	0	0	0	0	0	0	1103	2326	1466	236
MS	27	1	7.0	0	0	0	0	0	1	0	0	0	0
MT	75	3	11.0	0	0	0	0	0	0	0	0	0	3

## IMb Mail-TraX™ Sample Report - Estimated Date of Delivery

### Job Report by Estimated Delivery Date

MAILING INFORMATION		MAIL GROUPS	PRINTED BY:
ID:	30533-01	Default BCC 0010715	BRuggerio
MAILING NAME:	One Month Free		SORT / GROUPING: Estimated Delivery Date
MAIL CLASS:	Standard Mail®		OTHER CRITERIA: None
PIECE COUNT:	173,277		
MAILING DATE:	3/18/2011		
FIRST DROP:	3/21/2011		
IN-HOME START:			
IN-HOME END:			
LAST SCAN:	4/1/2011		

Estimated Delivery Date		Total Final Scanned*	% of Total Pieces
03/23/2011	Wednesday	151	0.09%
03/24/2011	Thursday	73	0.04%
03/25/2011	Friday	12,229	7.06%
03/26/2011	Saturday	26,844	15.49%
03/28/2011	Monday	38,778	22.38%
03/29/2011	Tuesday	28,407	16.39%
03/30/2011	Wednesday	19,966	11.52%
03/31/2011	Thursday	13,979	8.07%
04/01/2011	Friday	5,225	3.02%
		<b>145,652</b>	<b>84.06%</b>



\* Final Scanned mailpieces are pieces that have received a Stop-the-Clock (Final Scan). This type of scan presumes the mailpiece will be delivered on the day of the final scan or on the next business day, depending on the cut-off time of the scan operation code.

The Track N Trace service uses United States Postal Service® OneCode Confirm® service and the Intelligent Mail® barcode to track automated First-Class™, Standard Mail®, or Periodicals mailings, for better mailing effectiveness and coordinated marketing efforts.

## IMb Mail-Trax™ Sample Report - NDC/BMC Scan Center

### Job Report by NDC(BMC)/ASF

MAILING INFORMATION		MAIL GROUPS		PRINTED BY: BRuggerio	
ID:	30533-01	Default BCC	0010715		
MAILING NAME:	One Month Free			SORT / GROUPING: NDC(BMC) ZIP Code	
MAIL CLASS:	Standard Mail®			OTHER CRITERIA: None	
PIECE COUNT:	173,277				
MAILING DATE:	3/18/2011				
FIRST DROP:	3/21/2011				
IN-HOME START:					
IN-HOME END:					
LAST SCAN:	4/1/2011				

	Total Pieces	Total Final Scan	Avg Days	3/23 Wed Day 2	3/24 Thu Day 3	3/25 Fri Day 4	3/26 Sat Day 5	3/27 Sun Day 6	3/28 Mon Day 7	3/29 Tue Day 8	3/30 Wed Day 9	3/31 Thu Day 10	4/1 Fri Day 11
NDC NEW JERSEY NJ 00102	241	231	4.5	5	73	75	19	0	56	3	1	0	0
NDC SPFLD MA 05500	239	210	5.8	0	0	72	19	0	119	0	0	0	0
ASF BUFFALO NY 140	77	59	5.8	0	0	0	36	0	23	0	0	0	0
NDC PITTSBURGH PA 15195	27086	23685	6.5	0	0	301	7620	0	12859	2592	308	5	0
NDC PHILA PA 19205	412	383	4.1	146	0	0	185	0	53	0	0	0	0
NDC WASHINGTON DC 20499	508	462	6.5	0	0	1	126	0	329	5	0	1	0
NDC GREENSBORO NC 27075	410	342	7.0	0	0	3	0	0	331	8	0	0	0
NDC ATLANTA GA 31195	347	120	7.6	0	0	1	0	0	92	1	12	11	3
NDC JAXVILLE FL 32099	1170	834	6.5	0	0	0	240	0	545	46	5	0	0
NDC MEMPHIS TN 38999	307	4	7.0	0	0	0	0	0	4	0	0	0	0
NDC CINCINN OH 45900	24308	21315	5.2	0	0	10865	4516	0	3764	955	1052	129	101
NDC DETROIT MI 48399	28582	25036	6.8	0	0	30	6326	0	11982	6126	245	291	52
ASF SIOUX FALLS SD 570	3128	2835	8.5	0	0	0	0	0	0	2110	63	662	0
NDC DES MOINES IA 50999	14046	13336	5.7	0	0	728	7581	0	4718	291	7	13	0
ASF FARGO ND 580	3635	3046	10.3	0	0	0	0	0	0	0	0	2190	856
NDC MPLS/STP MN 55121	22650	19705	8.3	0	0	0	0	0	2671	9452	7168	362	53
NDC CHICAGO IL 60808	19673	14196	9.8	0	0	0	0	0	0	557	4389	6092	3198
NDC ST LOUIS MO 63299	11746	9813	8.5	0	0	121	0	0	0	6176	1715	1457	344
NDC KANS CITY KS 64399	11235	8805	9.6	0	0	0	0	0	0	0	4914	2401	1490
ASF OKLAHOMA CITY OK 730	122	4	8.0	0	0	0	0	0	3	0	0	0	1
NDC DALLAS TX 75199	460	320	9.7	0	0	0	0	0	0	61	75	94	90
ASF ALBUQUERQUE NM 870	53	43	11.0	0	0	0	0	0	0	0	0	0	43
ASF BILLINGS MT 590	75	3	11.0	0	0	0	0	0	0	0	0	0	3
ASF PHOENIX AZ 852	333	288	7.2	0	0	0	0	0	272	3	0	2	13
ASF SALT LAKE CTY UT 840	64	0		0	0	0	0	0	0	0	0	0	0
NDC DENVER CO 80088	1440	1310	7.1	0	0	32	175	0	956	18	10	0	119
NDC LOS ANGELS CA 90901	451	158	10.6	0	0	0	0	0	0	0	0	61	97
NDC SAN FRAN CA 94850	220	22	10.1	0	0	0	0	0	0	0	0	19	3
NDC SEATTLE WA 98000	259	193	10.0	0	0	0	0	0	0	0	1	185	7
<b>TOTALS:</b>	<b>173277</b>	<b>146758</b>	<b>7.3</b>	<b>151</b>	<b>73</b>	<b>12229</b>	<b>26843</b>	<b>0</b>	<b>38777</b>	<b>28404</b>	<b>19965</b>	<b>13975</b>	<b>6473</b>

## What are the *IMb Mail-TraX™* option costs?

We recommend the use of our IMb Mail-Trax and have set it up to be an affordable option to add to your direct mail projects. I hope you'll find the low cost enticing and will try it on a direct mail job soon.

### **PROGRAM SET UP: \$150.00 per Program**

Program Set Up Pricing includes the set up, formatting and distribution of reporting.

### **MAIL LOT TRACKING OPTION: \$50.00 per addl. Mail Lot**

The Mail Lot Tracking Option is if the client is mailing multiple lots or wants to track their mail by lot.

Even if the client mails multiple lots, they don't have to pick this option. We can still track the "job". However, if the client would like each lot tracked, we must use the Mail Lot Tracking Option.

The \$50.00 charge is only for additional lots and is not charged for a single Lot

### **TRACK N TRACE NUMBER: \$2.50 per 1,000\*\***

This charge is for the unique number sequencing. It is not per lot, it is per job. \*\*(\$75.00 minimum)