



Follow us on



September 26, 2013

Three Things We Learned Four, if you include the fact that people like lists...

We are finally catching our breath after getting back from the big Print 13 show in Chicago. We rolled out our biggest snail yet there, and had hundreds of visitors come by the booth. It was a great show for us.

Checking out the latest technologies and equipment offerings is always an exciting part of a show like Print 13, however, team Snail came with an eye and ear towards what printers and mail service providers were looking for to build their business and profits in 2014 and beyond. With almost everyone we talked to, we kept hearing the same themes; the need to diversify services in a manner that is manageable with existing staff and user friendly practical applications of these new services.

We expect to get a lot of new clients from the show, and almost all of them will be coming on board due to one of these reasons:

- 1.) **SnailWorks™ is a service, not a software.** There is nothing you need to be trained in – we do the hard stuff. This resonated over and over again with printers who said "Oh no! I lost my (fill in software brand here) guy. Now I need to hire and train a new IT staffer." No need for any of that with SnailWorks™ – we ARE your multi-channel department;
- 2) **SnailWorks ties all the channels together on one intuitive report.** This is a huge deal! Your clients will not need training either – using SnailWorks reports is totally intuitive. Seeing the dashboard was always the "Wow!" moment in our demos;
- 3) **SnailWorks Mail Tracking is amazing!** We've been doing mail tracking for years and years, and why everyone hasn't developed a simple, reliable tracking and reporting system is a mystery to us – but they haven't. Pretty much anyone who has looked at our tracking has come to the conclusion that this is how mail tracking should be.

It's nice to get that kind of affirmation at a show as big as Print 13. As many amazing high-tech things as we do at SnailWorks, the big things are still the basics: ease of use, a powerful dashboard, and great web-based mail tracking.

If you haven't seen all of SnailWorks features in person, give us a call at 855-697-6245. We'll give you your own demo and you can decide what your favorite part of SnailWorks is!

Untapped Gold! The most valuable mail tracking data you aren't using

I see it in almost every client's office – **The Pile**. Usually it's just outside the mail room, or maybe in a corner of the conference room: a pile of returned mail, waiting for *someone* to go through it and delete those addresses from the list. Sometimes it's a couple of trays of mail, sometimes there are hamper loads. But I rarely see that *someone* actually doing that data entry, and those addresses tend to get mailed again and again. It doesn't need to be this way.

When SnailWorks™ Mail Tracking tracks a piece of mail we follow it until it gets delivered. We assign a unique ID to each piece of mail, and when it gets delivered to its designated destination we'll know it and let you know. Yay! Let's send them a triggered email or something! BUT, if a piece is not delivered as intended - if it is returned or forwarded to a new address – we'll let you know that, too.

You can view the forwarded and returned mail for every project in your SnailWorks Mail Tracking reports, and you can download them as an excel file. Your list folks can use the reports to purge those records from your lists, or find out why they weren't delivered and fix them. Either way, you can take The Pile to the recycling center.

A few things to keep in mind:

- This works best for First-Class Mail, since it should almost always be forwarded or returned.
- Standard Mail is not generally returned, unless you ask for it to be, which can cost additional postage. Still, some of the mail is often returned, and if it is, it will appear in your returned mail reports. If you endorse your Standard Mail with "Electronic Service Requested" it should be scanned again, but do be aware, it will generally incur extra postage charges – maybe worth it, especially for a house file.
- You will need to track all of your mail pieces to get meaningful information. You can track a sample if you want, and you may get some forwarded and returned mail data, but you'll still need to dig through The Pile, since you didn't track all of it.
- You will need to tell us the ZIP+4 of the return address on the mail piece, so we can tell returned mail from forwarded mail.

By the way, why are you getting so much mail returned anyway? You NCOA your file all the time, right? NCOA only captures reported moves, and only keeps them for a limited period of time. For B-to-B mail in particular, NCOA often misses moves – some folks are just not good about turning in a change of address when they get fired or go out of business.

Intelligent Mail data has enormous potential to save you postage costs – forwarded and returned mail tracking is just one method. Contact us to learn about other address hygiene tools that live in your Intelligent Mail toolbox.

CHECK OUT OUR LATEST WHITE PAPER, ["ADDING PROFITS THROUGH MULTI-CHANNEL SERVICES"](#).

8341 Beechcraft Avenue
Gaithersburg, MD 20879
855 MySnail (697-6245)
www.SnailWorks.com

[Forward to a Friend](#)



[Unsubscribe](#)