

Superior Mail Stream Monitoring, Powerful Piece-Level Analysis

The EasyTrack add-on service for Bulk Mailer provides you with valuable visibility of your mail as it passes through the USPS® mail stream. Easily monitor your First-Class Mail® and Standard Mail® letters and flats from the time they are deposited at USPS through their predicted delivery. Use EasyTrack Snapshot to generate a clear summary of all scan activity for a single mailing. Upgrade to EasyTrack Complete for access to all reports, maps and individual mail piece tracking.

Benefits

- Improve customer service
- Monitor mail delivery windows
- Identify processing delays
- Predict response windows for direct mail campaigns
- Ensure vendors are performing as promised

Improve delivery predictability

EasyTrack helps you determine when to anticipate a response to a mailing and when there might be a problem.

When indicated by the Intelligent Mail® barcode, USPS makes the raw scan data collected as letters and flats pass through USPS automation equipment available to mailers. The EasyTrack service transforms this raw data into valuable reports, maps and other information you can actually use.

EasyTrack Snapshot

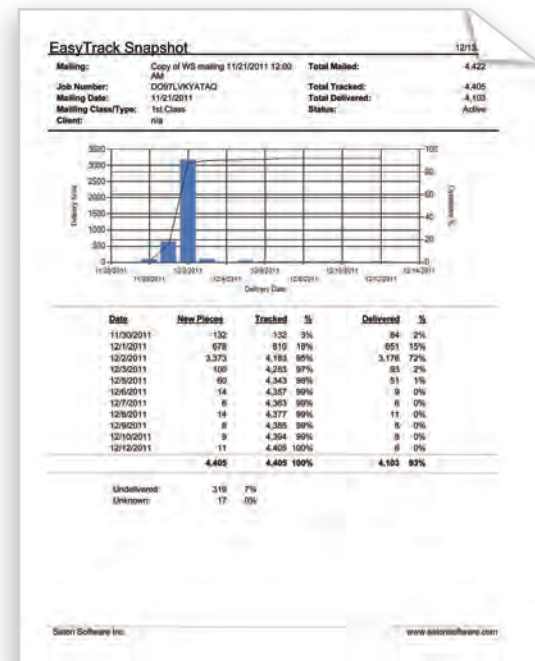
Effectively monitor the progress of a mailing

Many mailers, and their clients, simply need to know when a mailing has been accepted by USPS and how much of that mail is expected to be out for delivery. An exclusive option for Bulk Mailer, EasyTrack Snapshot summarizes critical information about a specific mailing including the induction date, number of mail pieces and daily scan totals.

Once initiated within Bulk Mailer, the EasyTrack Snapshot report generates a scan report and trending graph based on the latest data provided by USPS. The EasyTrack Snapshot report helps you determine:

- When USPS started processing a mailing
- The expected delivery window
- The possibility of a delivery problem

Now you can efficiently communicate important information about a mailing to your clients in an easy-to-understand report.



EasyTrack Snapshot provides an easy-to-understand one-page summary of a specific mailing as it progresses through the mail stream.

To learn more about
EasyTrack call **800-636-7678**

EasyTrack Complete

Actionable reports from mail tracking data

The EasyTrack Complete add-on provides access to more detailed information about the status of a portion of a mailing or a single mail piece. Reports show where mail was last scanned, provide a breakdown by ZIP Code™ and can even help you identify late deliveries.

Start with the EasyTrack dashboard to quickly assess the status of all mailings. For more detail, select a mailing and then choose from a set of predefined reports to monitor and understand how a mailing is progressing. Analyze multiple mailings, tap into a full set of reports and take advantage of piece-level analysis.

Powerful piece-level analysis

Look up a specific mail piece using its unique Intelligent Mail barcode. A convenient and easy-to-read map shows the USPS location where that piece of mail originated as well as the expected destination determined by ZIP Code. No more wondering where the check is in the mail, now you can know.

Drill-down maps provide fast visualization

Easily visualize the progress of a mailing using EasyTrack maps. Generate a delivery scan map of the United States to see what percentage of your mailing is expected to be out for delivery. Drill down into 3-digit or 5-digit ZIP Code levels via state and county. Or, choose USPS processing facility delivery areas to determine how each Network Distribution Center (NDC) and Sectional Center Facility (SCF) is progressing with your mailing. Easily evaluate if a mailing is on schedule and identify possible delays at a specific NDC or SCF.

Customize reports to meet your needs

Should your organization need more specific information, EasyTrack gives you the flexibility to create, export and schedule a wide variety of ad-hoc reports. Select key report parameters to view your mail's progress exactly as needed.

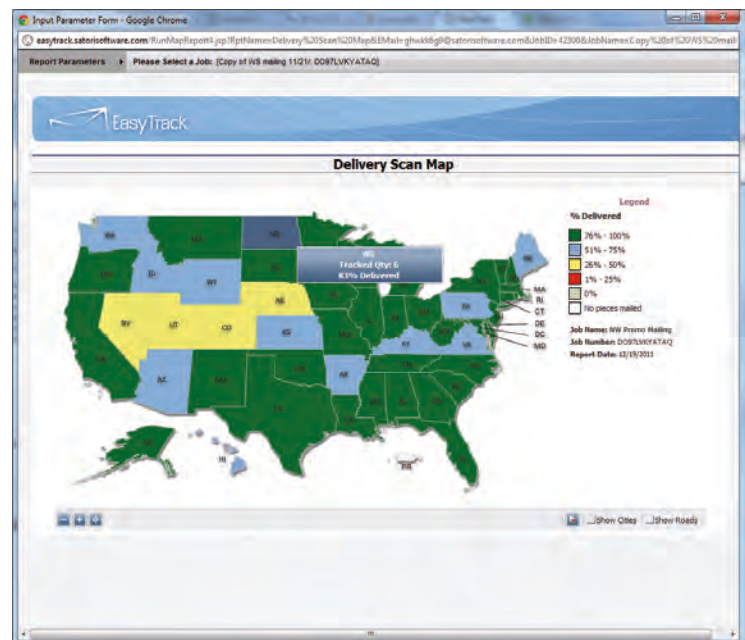
Reports can be saved in various file formats — Excel, PDF, CSV, TXT or Word — and emailed directly from the EasyTrack website. Plus, you can schedule reports to run at specific times to keep up to date and maximize productivity.

Order EasyTrack Services

To learn more about EasyTrack or order this Bulk Mailer add-on, call **800-636-7678**



The EasyTrack dashboard provides an easy-to-understand summary of all your mailings.



Delivery scan maps of the US can help identify potential delivery problems.

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Superior Mail Stream Monitoring, Powerful Piece-Level Analysis

The EasyTrack add-on service for MailRoom ToolKit® provides you with comprehensive visibility of your mail as it passes through the USPS® mail stream. Efficiently monitor First-Class Mail® and Standard Mail® letters and flats with useful, easily understandable reports based on the scan data collected by USPS automation equipment. Accurately predict when mail will be delivered and identify issues that may impact delivery.

Benefits

- Improve customer service
- Monitor mail delivery windows
- Identify processing delays
- Predict response windows for direct mail campaigns
- Ensure vendors are performing as contracted

Improve delivery predictability

EasyTrack helps you understand and anticipate progression from the time a mailing is deposited at USPS through the predicted delivery of individual mail pieces.

When indicated by the Intelligent Mail® barcode, USPS makes the raw scan data collected as letters and flats pass through USPS automation equipment available to mailers. The EasyTrack service transforms this raw data into valuable reports, maps and other information you can actually use to improve your business and deliver more value to clients.

Actionable reports from mail tracking data

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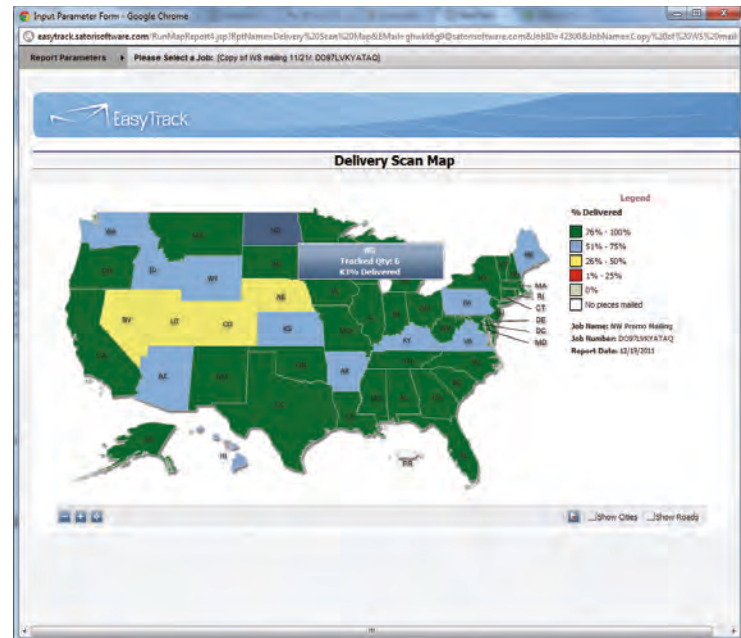
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