



## Intelligent Mail® Barcode

The Intelligent Mail® barcode (IMB) is now required by the United States Postal Service (USPS) in order to receive postal discounts. In addition to qualifying for automation discounts, this barcode and optional USPS services offer unique marketing opportunities that could improve your mailing services and help lower your total cost.



The Intelligent Mail® barcode standardizes mail barcodes. It replaces the POSTNET, PLANET, and Address Correction Service (ACS) barcodes, using less space on the mail piece. It encodes the information of all the other barcodes combined, and carries enough information to optionally **track every single mail piece** in your mailing campaign!



There are two levels of Intelligent Mail® barcode service, Basic and Full. Both services provide postal discounts. Full service adds a unique serial number to the same barcode for every piece in the mailing, providing significant benefits to you.

Full service includes OneCode ACS™, which automates address correction, improves address quality, and removes undeliverable mail addresses. Automating the update ensures it will get done and relieves you of a tedious chore. USPS estimates the cost of each undeliverable mail piece to be \$3.00 when re-mailing, manual list updates and lost postage are figured in.

With Full service, mail delivery status is tracked with the OneCode Confirm™ service. Marketing can monitor the outbound direct mail offers to spot delivery problems. They can react and extend offer time frames, use other marketing channels, or adjust staffing levels of call centers to meet changing demand.

Time-sensitive inbound mail can be monitored to see if quorums will be met. Or, if for instance, response is poor, more promotion can be done. Customer service teams can use real-time delivery knowledge to respond to customer calls, to update anxious customers on when outbound mail will arrive, or to see if the inbound check really is “in the mail”.

Mandatory use of the barcode is here. At Universal Wilde, we have the software and the expertise to help. You may benefit from the Full service by lowering your costs, improving your marketing response or by enabling your customer service teams. Universal Wilde is here to help you manage this USPS barcode change.