

Technical Newsletter No 5

Pacific Micromarketing Online Version 3.0: Returned Mail Cleaning

Returned Mail Cleaning

Are you or your clients having issues with Returned Mail?

- Sending mail that will be returned is expensive
- Processing returned mail is expensive
- Updating your customer database with returned mail flags is expensive
- Finding your 'lost' customers is expensive

Login to the Pacific Micromarketing Returned Mail washing portal. And follow our two step process:

Pacific Micromarketing has developed a Returned Mail Portal to assist in efficiently processing returned mail.



The Returned Mail Portal allows you to prewash your customer data against our returned mail database and update your customer data with movers that have registered with Australia Posts National Change of Address system.

Then take the next step in Returned Mail tracking and have Pacific Micromarketing automatically process and report on all your returned mail.

Step 1 - Prewash Your Data

Flag already known 'Gone Away' records from the Pacific Micromarketing address database and clean your data addresses to confirm mail deliverability.

Update the 'Gone Away' records with the 'Gone To' address from Australia Post's National Change of Address database.

Now download your print ready data and exclude undeliverable mail.

Step 2 – Set Automatic Return Mail Tracking and Processing

Pacific Micromarketing will append to your data a code, which when printed on your mail piece will be hidden in the Australia Post mailing barcode. We'll also give you a return mail address for our mail warehouse that will process any returns.

Pacific Micromarketing will automatically process all your returned mail and provide you with online access to a formatted data set of records.

