

# POSTAL NEWS

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## **1. BB Direct Introduces New Saturation Direct Marketing Solution That Includes Both Postal and Email Mailing List Targeting**

(Vocus/PRWEB ) March 10, 2009 -- BB Direct, a provider of quality mailing list data and direct mail solutions, introduces a new saturation email campaign solution to its direct mail marketer customers. Brian Berg, president of BB Direct says, "There's synergistic benefit to delivering the same message through multiple mediums." He explains, "as long as you make a strong offer, saturation email supporting a postal offer reinforces the product brand and increases the campaign response." The dual approach increases the chances of offer consideration through introduction and recall.

BB Direct has traditionally sold saturation level mailing list data to its customers wanting to reach every deliverable address within a given market. The saturation postal data product is inexpensive and given that the mailing list data is delivered in "walk-sequence", it also allows for the maximum postal discounts. The new "saturation e-mail" data reaches every single email recipient that has an "Opt-in" email address. Though the quantity of the saturation email list is significantly smaller than a traditional Resident/Occupant mailing list, given the large network of providers, the list is still impressive in coverage.

Most users of saturation level mailing list data are those mailers who want to reach each and every deliverable address in a given market. With saturation level data, there are no filters or selects making it easier for USPS mail delivery. From restaurants to grocery stores to water delivery services, mailers who label their audience as "everybody" benefit most from saturation level data.

One limitation of a saturation email campaign is that the direct mail customer never receives the actual email addresses. Instead, their html message is broadcast to the Opt-in recipients on the mailers behalf. The mailer is responsible for the html creation and must provide all proper linking information to be embedded within the digital advertisement. All saturation email campaign data used by BB Direct complies with the CAN-SPAM Act of 2003.

For more information about how BB Direct helps customers with smarter mailing list and direct marketing choices, visit them on the web at [www.bbdirect.com](http://www.bbdirect.com) or call Brian Berg at (239) 573-8150.

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## **2. Postal surveys not delivering**

Australia Post has been urged to change its method of assessing community attitudes to proposed changes to postal services.

The Postal Industry Ombudsman, Professor John McMillan, who is also the Commonwealth Ombudsman, investigated the Agency's method of judging community support for service changes and found it could be improved.

According to the Ombudsman, Australia Post often conducted 'community polls' to gauge public support for a new mail delivery service or increase in frequency of an existing service.

It contacts the households affected by the proposed change to establish how many of them would support the possible change. Ombudsman finds fault with system

"Each year my Office receives complaints about Australia Post's community polling," The Ombudsman said.

"Many communities, particularly in rural and regional areas, rely heavily on regular postal delivery services for maintaining business and family contacts."

He said more than 70 communities across Australia had been polled in the last five years and decided, in light of the complaints, that an investigation would be in order.

"Changes to mail delivery services affect communities across Australia," Professor McMillan said.

"There can be an impact on local businesses, including general stores and local Post Offices and agents, where people collect mail. It is important that Australia Post takes community views into account."

He said he was concerned that the polling method used by Australia Post might not accurately capture community views about plans to change postal delivery services. "Specifically, Australia Post considers that the non-return of a polling form indicates lack of support for the proposed change.

"There may in fact be a different explanation."

The Ombudsman said that treating a non-response as a lack of support for change had the potential to misrepresent community views.

"For example," he said, "a person may be ill or away, may not receive the polling form, or may not realise the importance of the form."

He recommended that Australia Post review the way it carries out its community polls and make other changes that would give them more credence.

"Australia Post has responded positively to the report," the Ombudsman said.

"It advised that it would review the way in which it gauges community support for changes to local mail delivery arrangements."

It promised to share the findings of the review with the Ombudsman.

The full text of the Ombudsman's report can be found at [www.ombudsman.gov.au](http://www.ombudsman.gov.au)

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Posted on Thu, Mar. 05, 2009

### **3. The Watchdog: Too much junk mail? What the Postal Service suggests**

By DAVE LIEBER  
watchdog@star-telegram.

What do you do about trunk loads of junk mail? How do you stop it?

The answer I gave Virginia Lackey — "Open the mail beside your trash can or recycling container." — left me very unsettled.

Is there a better answer?

I checked with the U.S. Postal Service. Suzanne Long, a spokeswoman, wrote Lackey the following:

"Mr. Lieber's advice of opening all mail close to the trash can is exactly what many people do these days, including myself. I suggest a shredder."

Is that all there is?

Lackey's parents died last year. Their mail is forwarded to her Arlington home. Lots of it. Apparently, her dad was a generous man.

"I am inundated with every organization to which my father ever contributed," she says. The lists have her father's name but her address, indicating to her, she says, that someone is selling her father's name and her address. "There are days when I receive as many as 30 pieces of mail" from political groups, charities, lotteries and contests.

She contacted the Direct Marketing Association for help. She also writes many charities, seeking removal from their lists. But that costs a fortune.

"It seems to me I am receiving more mail instead of less," she said. "Is there any recourse?"

Long says companies request any forwarding information, so when they learn that the parents' mail gets forwarded to the daughter, they change the address.

"This is a service we supply, and they do pay a small fee for it, but we cannot deny it," Long says.

One shortcut, she says, is to remember that important mail, including bank and credit-card statements and personal letters, has either a 42-cent stamp or the words First Class Mail or Presorted First Class Mail in the postage area.

Definitely open these, unless they are from a business you don't want information from. If that's the case, write "Deceased" or "Refused" and mail it back, give it to a carrier or visit a post office.

Citizens of Watchdog Nation, any other ideas?

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Watchdog believe-it-or-not:

Recently, The Watchdog worked to hook up reader Wendy Portwood with an AT&T rep for her U-Verse TV problems. But when an AT&T staffer called and left a voice message, she gave a number that didn't work. That drove Portwood — and me — a little nuts.

"Any other suggestions?" Portwood asked in a follow-up. "It almost feels like I am on Candid Camera."

The Watchdog tried again, and Portwood finally connected with the world's largest telecommunications corporation.

Sometime the phone company is a tough place to call.

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Kudos to the Texas Department of Insurance, which did something rare by asking people who file open-records requests whether it does a good job fulfilling those requests.

It's nice that someone cares.

The note was addressed "To Our Valued Customer."

Gladly, I gave the agency perfect scores.

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Sunday's Watchdog column on predatory towing gave an incorrect phone number to complain to the Texas Department of License and Regulation. It's 800-803-9202. My apologies.

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Here's a story about one politician trying to help you.

State Rep. Tan Parker, R-Flower Mound, read The Watchdog's October account of a Lewisville man penalized for an inaccurate vehicle inspection sticker.

Jack Sherrard was on a pizza delivery when a Highland Village police officer ticketed him for an expired sticker that showed the last inspection was in 2003.

The truck had actually been inspected four months before. The inspection station attendant inadvertently transposed the month and year on the sticker.

Sherrard spent hours in Highland Village court trying to persuade everyone to look at the matter logically.

But officials refused to drop the charges. The town prosecutor said the law didn't grant her leeway.

Sherrard got tired of fighting and eventually paid \$110 in a no-contest plea. He has since enlisted in the Navy.

At the time, Fort Worth Municipal Judge Danny Rogers said he would have accepted the explanation in his court. "It wasn't his fault that the guy at the inspection station put the numbers in the wrong place," he said.

Rep. Parker agrees. He filed a bill in the Legislature that allows someone in Sherrard's situation to present an inspection receipt showing the correct date. Last week, House Bill 1040 was shuffled to the House Transportation Committee.

It's nice to see a state legislator try to solve one of the many problems encountered by consumers who contact The Watchdog.

We wish it happened more. Simple fixes in state laws, such as could happen here, are always welcome.

The Watchdog column appears Tuesdays, Fridays and Sundays. Dave Lieber, 817-685-3830

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