

# DIRECT Hit



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## Inside This Edition...

*Fun Facts About Baseball!*

*A Tasty Party Dip!*

*Marketing Tips From Michelle!*

## Beginner's Guide To First-Class Mail

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# DIRECT Hit



## USPS INFORMED VISIBILITY®. EVERYTHING YOU NEED TO KNOW.

As a marketing and communications delivery company, we know how important it is for you to track your mail deliveries and the response rates of each and every one of your mailings. Tracking and reporting your marketing successes (and failures) is critical to proving the engagement, overall response rates, and ROI of your campaign.

Did you know you can gain more insight into your mail tracking with Informed Visibility? There's so much information available concerning delivery, opens, response rates, and engagement. We gather all that information in one spot so it is easier to run your business. Our clients use our dashboards to track mail delivery to appropriately staff sales centers, call centers, and to effectively tie back mail response rates with in-store and online sales conversions. Better visibility into your mail may translate into better insight into your business.

### How does USPS Informed Visibility® tracking work?

It starts with your list and an intelligent mail barcode (IMB barcode). When processing your **data**, we assign a unique IMB code to every piece of mail. As your mail moves through the delivery chain, the IMB barcode is scanned generating near real-time reporting of your mail delivery down to the individual level. The reports can contain information such as individual pieces or groups; such as geographic regions with mail that has not yet been delivered. Most clients are equally as interested in areas with outstanding mail and areas where mail delivery is complete.

**Contact us for more information if you're interested in tracking your mail more closely. 1-800-686-6666**

### Classes of Mail with Tracking available: Marketing Mail®

Use our full dashboard view with near real-time tracking and reporting on **mail** delivery. You can integrate additional channels with emails and online ads delivered to your recipients through our system and tie online responses to the mail for a lift in response rates. Get better insight into your customer's behavior.

### First Class Mail®

Basic tracking is available with the IMB code. Ask us for reports on all your **first class mail** scans for delivery and the logistics and delivery timing we can add for you.

### Certified Mail®

We help clients streamline their **Certified Mail** process. Rather than completing USPS green cards when they send Certified Mail, our clients can directly access the USPS Certified Mail electronic Certified Mail solution. We can maintain archives for you for up to seven years on your behalf to facilitate the recovery of information. Our online solution is an easier and more organized way to access the USPS Certified Mail program.

### Return Mail®

**Return Mail** can help you identify about 8% of addresses that need correcting by using National Change of Address (NCOA). Beyond that, we can append address information using our data services department for list hygiene.





## Team Treats



### Buffalo Chicken Dip!!

#### INGREDIENTS:

- 1 tablespoon unsalted butter
- 2 teaspoons minced garlic
- 2 cups cooked chicken shredded
- 1/2 cup Frank's Original Red-Hot Sauce
- 8 oz (250g) g block cream cheese, softened
- 1/2 cup sour cream
- 1/2 cup white Cheddar cheese freshly shredded
- 1/4 cup American cheddar freshly shredded
- 1/4 cup crumbled blue cheese (optional to serve)
- 2 teaspoons green onions, sliced (or chives)
- Celery sticks, carrot sticks, tortilla chips, crusty bread pieces, potato chips, for serving

#### INSTRUCTIONS:

-Preheat the oven to 375°F (190°C). Arrange the oven rack to the middle of your oven.

-In an 8-inch cast-iron skillet (or an ovenproof pan), melt the butter over medium-high heat.

-Sauté garlic until fragrant (30 seconds). Add the chicken and hot sauce and simmer until sauce has thickened and reduced by half (about 2 minutes).

-Reduce heat to low and stir in cream cheese; mix until combined. Take off heat, stir through sour cream, and top with both cheddar cheese(s) over the top.

-Bake until bubbling around the edges and the cheese has melted (about 10 minutes). Broil (or grill) for a further minute to brown on top.

## FUN FACTS: BASEBALL!!!

- The longest game of baseball ever played lasted 26 innings. The game took place in 1984 between the Brewers and the White Sox. The game was suspended after 21 innings with a score of 3-3 and resumed the following day where it ended in the 26th by a homerun.
- The oldest ballpark in MLB history was built in 1912. This stadium is home to the Boston Redsox, located in downtown Boston, named Fenway Park.
- Each MLB baseball ball has 108 stitches and was created by Abner Doubleday in 1908.
- In 1930, Babe Ruth made about \$80,000.00, which after inflation comes out to about \$1,000,000.00.



**PROMOTIONS & INCENTIVES**  
Emerging and Advanced Technology

This promotion encourages mailers to continue to adopt the use of the USPS omnichannel feature, Informed Delivery®. For help creating an informed delivery campaign or to get more information about best practices for success, go to <https://bit.ly/3ye0zep>. OR contact us at [info@mw-direct.com](mailto:info@mw-direct.com).

#### Quick Facts About Informed Delivery Email

- Over 40 million US citizens have opted in to receive this email.
- Open rates are high ranging from 40%-60%.
- Regular and nonprofit Marketing Mail letters and flats, and First Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion

- **Registration:** July 15, 2021 - November 30, 2021
- **Promotion period:** September 1, 2021 - November 30, 2021

## Michelle's MARKETING MINUTE



### Marketing Tips for Better Imagery

- 1.) When you are doing some writing for a piece or an article and need to add some images, depending on how long your work is, include an image about every 100 words or so. This will help the reader feel more engaged and will make the content more memorable.
- 2.) Use colorful or pleasing images. It is a proven fact that copy with colorful or bright images has more engagement. You could even try to blend in your brand colors for a greater chance of engagement.
- 3.) Make the images you are using fun and easy to read. If you are creating a graph or chart of some sort, try to make it nicely colored and simple, easy to read. Although most are capable of understanding the information easily, it is a lot more pleasing to the eye.
- 4.) Don't settle for stock images! Yes, it is easy to just look up a plain old picture but why not try to stand out? The image does not even have to correlate to the subject perfectly. Sometimes a visual play on words is the best -- and most interesting way to go!

## DO THIS.



## NOT THIS!



**THE PLUS PODCAST**  
With Midwest Direct

### THE PLUS PODCAST: EP 28: USPS Update from CEO, Rich Gebbie

The USPS increased postage rates recently, but did you know there are methods to earn discounts in postage too? Listen to Rich Gebbie discuss the recent postage rate increases, the upsizing of the presorted, first-class postcards to 6x9" and other news.

You can listen in on our website at <https://www.mw-direct.com/blog/posts/rich-gebbie-on-how-to-achieve-the-combination-of-discount-and-delivery/>.

Follow us [soundcloud.com/midwest\\_direct](https://www.soundcloud.com/midwest_direct) or download The Plus Podcast with Midwest Direct from your favorite podcast app now.



### Mandy's MOTIVATIONAL MOMENT

Mandy's quote for this month -  
"Success seems to be connected with action. Successful people keep moving. They make mistakes, but don't quit."  
-Conrad Hilton