



Integrated Mailing Services from Harte-Hanks

End-to-End Mailing Solutions that
Ensure Quality, Accuracy and Cost Savings



Insight. Passion. Results.

Integrated Mailing Services:



We Bring It All Together for You



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Contact: (800) 456-9748

contactus@harte-hanks.com

Visit us at www.harte-hanks.com

Getting the right messages to your customers can be complicated. Managing multiple vendors only makes the problem worse and, most likely, more expensive. When you're ready to simplify the process and lower costs, Harte-Hanks is ready to help with an integrated process and world-class expertise.

Data services that reduce waste and lower cost-per-contact

Harte-Hanks' data services ensure promotions are high quality, accurate and designed to produce results.

- **Maximize customer data accuracy** – whether you have one marketing database or one that spans across your entire enterprise, Trillium Software® can help. Gartner, Inc. positioned Trillium Software in the “leaders” quadrant of Gartner’s influential Magic Quadrant for Data Quality Tools report. With Trillium behind your data hygiene, validation and management, your database is more accurate and you have access to relevant updates from across your organization.
- **Verify, correct and enhance multichannel contact information** – Harte-Hanks’ Advanced Data Quality® (ADQ) provides CASS™ processed addresses by enhancing records with delivery points, ZIP + 4® and carrier route codes. As customers move, we’ll help you keep in touch through Address Change Service (ACS™) and Address Element Correction (AEC and AEC II®).
- **Gather additional data to reach customers** – ADQ can append customer information such as e-mail and telephone contact information. Our close relationships with list brokers around the world, as well as our global Harte-Hanks Technology Database of technology buyers, ensure we can deliver the information you need.





Personalized Mail and On-time Delivery

Harte-Hanks also offers the latest personalization technology and the ability to cost-effectively address each customer one-to-one with variable content. Plus, our comprehensive lettershop services, nationwide facilities and in-house USPS acceptance units mean you get the capacity, flexibility and speed to meet deadlines and control costs.

Logistics management that minimizes effort and maximizes discounts

Your Harte-Hanks team uses our proprietary Transportation Optimization Postal Savings (TOPS) system to compare options and compute plans for great destination entry savings, optimal routing sequences and dependable dispatch and entry dates. Managing 3 million shipments annually with an overall 99%+ on-time rate to postal facilities, you can depend on Harte-Hanks.

Mail tracking that follows messages to your customer's door

Maximize your investment with prEtrak, Harte-Hanks' proprietary software designed to analyze mail delivery as it happens – right to the final destination. Web-based reports – updated hourly – show you and us if your mail is getting stuck in transit, which enables corrective action to maximize on-time delivery.

prEtrak also provides state-by-state mapping plus reports on mail delivery by market, territory, class, shape, sort level, postal facility and more. Even the Postal Service values this reporting – they're a regular user of prEtrak data to facilitate continuous improvement.

prEtrak also helps you become a smarter multichannel marketer. By knowing exactly when your pieces hit, you are now able to trigger e-mails based on actual mail delivery, anticipate call center staffing for proactive or reactive response handling and synchronize your mobile messages with event announcements for real-time reminders.

Strategic locations and drop-shipping to save time and money

Harte-Hanks maintains production facilities in strategic locations around the country, each with an on-site USPS-operated office to speed acceptance and processing. Close to major transportation routes and postal distribution centers, our nationwide footprint and tremendous capacity make it easy to meet your in-home dates and keep costs low, without sacrificing quality. Our integrated systems mean we can move work quickly from one location to another for any reason.

Certified quality and the right connections to the USPS

We know when change is coming and can help you prepare. When you work with Harte-Hanks, you get an insider's knowledge of the USPS. We're active on:

- Board of Mailer's Council
- Postmaster General's Mailer's Technical Advisory Committee (MTAC)
- Association of Postal Commerce (PostCom)
- Direct Marketing Association

Harte-Hanks is also one of the first companies certified for full-service intelligent Mail Barcode (IMB) and for Mail Preparation Total Quality Management (MPTQM), sponsored and regularly audited by the USPS. Combine these with our proprietary tracking and transportation management, and you'll see why our focus on optimizing your mail to move quickly and easily to your customers.



Turn to Harte-Hanks for Integrated Mailing Services



From front-end strategy to back-end reporting – and everything in between – Harte-Hanks brings all the pieces together to ensure your mail promotions deliver a great customer experience and measurable results. Count on Harte-Hanks for:

- Integrated data services, mailing services, logistics management and mail tracking
- Nationwide footprint for large capacity and lower transport costs
- Certified quality and the right connections to streamline mailing



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