

List Services



Maximizing Postal Efficiency

In today's fast-paced world, businesses are constantly seeking ways to streamline their operations and reduce costs. When it comes to direct mail and postal services, optimizing your mailing list is a key component of achieving these goals.

An accurate mailing list can help you save money on postage, reduce undeliverable mail, and improve the overall effectiveness of your marketing campaigns. At Enru, we offer a comprehensive suite of List Services capabilities designed to fine-tune your mailing lists and enhance postal optimization.



Full Service Mail List Processing

Software

- BCC AFS
- BCC Presort
- BCC Post Presort
- Licensed provider of NCOA and DSF2
- BCC DataRight
- BCC Label Studio
- FirstPrep
- Match Consolidate

Services

- CASS: appends ZIP4, Carrier Route, and Delivery Point
- NCOA: updates addresses if they filed a move with the USPS
- Address Hygiene: clean and standardize addresses
- DSF2: uses USPS Delivery Sequence file to append walk sequences to achieve maximum discounts
- Presort: sort the mailing list to achieve maximum postal discounts
- IMB Serial Number Management: maintain uniqueness of your IMB serial numbers
- Merge/Purge/Suppressions: eliminate duplicates or suppress records based on name and address, or one per address

Proprietary Services

- COPS (Carrier Route Optimization Plan for Selectronics): By filtering records from a large selective bind event and moving them to a single edition event or simplified selective binding event, COPS enables you to fine-tune your mailing for optimal efficiency
- LEO (Letter Entry Optimization): Splitting mail into Commingle, Co-Pal Tray, and Drop Ship to achieve lowest possible postage
- Add-A-Name processing: add names to address list to elevate more records to better discounts, lowering postage even further
- Co-bind processing: merges multiple titles into a single large mailing, optimizing postage savings and simplifying logistics
- Mixed Class Co-mail Optimization: bring together various mail pieces from different customers to maximize postage savings and postal efficiency. Co-Mail High-Density Optimization takes it a step further by focusing on high-density mailings for even greater cost savings
- Predictive Modeling: helps you make data-driven decisions and maximize the efficiency of your future mailings

We solve for this load,
and the next. →

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