

# Mailing List Processing



## Advanced Solutions for Stories Worth Telling

According to the U.S. Post Office, 40% of the success of any direct mail campaign is directly related to the quality and accuracy of the mail list used. A clean and accurate mailing list is essential; however, the sorting and grouping of your mail data is just as critical to controlling expenses.

Enru provides full-service mail list processing using industry-leading software to prepare your mail to bypass one or more sorting steps in the mail stream and ensure that every customer list is optimized for effective and efficient delivery. In turn, the USPS can offer reduced rates, and your mail will be processed and delivered more quickly.

As the largest distributor of mail in the U.S., we keep you moving in ways never before possible.



## Full Service Mail List Processing

### Mail List Services

- File Conversions
- Address Hygiene / Standardization
- Coding
- CASS Certification (Coding Accuracy Support System)
  - Including Zip+4 Coding and Carrier Route
- Address Element Correction
- NCOA - National Change of Address (now required by U.S. Post Office)
- Merge / Purge and Dedupe
- DSF2 Processing
- Presort Optimization

### Postal Services

- Drop Ship Analysis
- Freight Planning
- Mail Tracking
- Add-A-Name
- Drop-A-Name
- Co-Mail - Mixed Class Flats
- Co-Mail - High Density - Mixed Class Flats
- Commingle - Letter

We solve for this load,  
and the next. →

