

Going Mobile with Digital Membership Cards

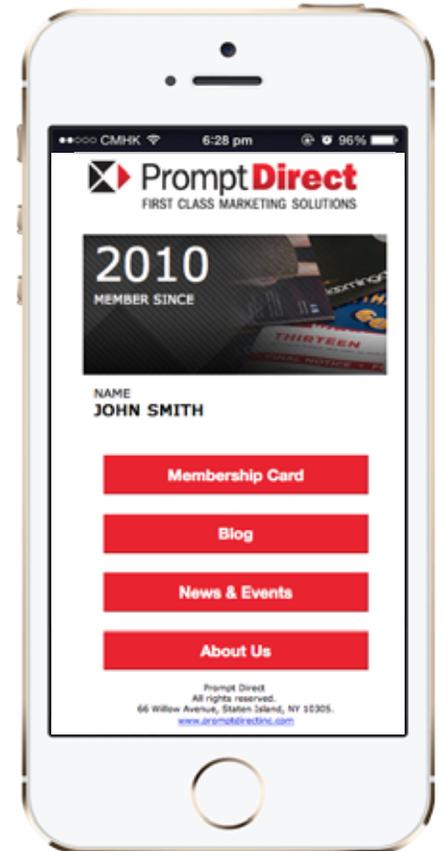
If your organization issues membership cards, have you considered going digital? With the overwhelming adoption of smartphone technology, there's a new opportunity to provide your customers with the convenience and benefits of a digital membership card.

Unlike a physical card, a digital version can contain dynamic information specific to each member, and allow you to provide more targeted messaging and special offers based on the member's unique profile.

Members no longer have to carry their card — and you don't have to print and distribute them. Plus, access to member services, event registration and other affiliate links is always just a click away.

Digital membership cards can be delivered as either a web-based solution or via mobile app.

Go to prompt.swreply.com
on your mobile device,
or just scan the QR code
to learn more.



Value Added Services for Advanced Data Hygiene

To achieve the highest possible deliverability for your mail, advanced data hygiene practices are key. PromptFAST Processing can help improve and enhance your data, giving you better ROI and valuable opportunities for deeper personalization of your mail and multi-channel campaigns. Ask us how these services might be right for you:

- **Apartment append.** Improve deliverability by adding missing apartment numbers matched by name and address.
- **PCOA (Proprietary Change of Address).** Just 40% of people report a move to the USPS. Where's your mail going? PCOA provides change-of-address information beyond the USPS NCOALink file.
- **Suppression services.** Match your file with the DMA do-not-mail or do-not-call database. Avoid the unfortunate and sensitive situation of mailing to a deceased individual, a correctional facility or nursing home, or to someone currently in bankruptcy proceedings.
- **Reverse phone append.** Get name and address data from 10-digit landline phone numbers.
- **Phone append and verify.** Add residential phone numbers to your database and verify existing phone numbers in a single pass.
- **Demographic append.** Append 21 of the most commonly used demographic elements to your file, including exact age, education, estimated income, net worth, property type and more.

For more information on PromptFAST Processing services, call your Prompt rep at (718) 447-6206.

The State of Direct Mail

The latest annual survey from the Winterberry Group reveals a surprising shift in the growth of traditional media channels — most notably in the area of direct mail. This year, direct mail spending is on track to increase nearly 3 percent — surpassing the Winterberry Group's prediction for just 1.1 percent growth. Clearly, marketers are seeing the value of postal mail as an integral part of their multichannel campaigns, particularly when it comes to acquisition efforts.

PromptTRACK Alerts: Better Than Ever!

If you've taken advantage of **PromptTRACK Alerts** to track the status of your mail pieces, you know how valuable it can be as a strategic planning tool. Now, we're pleased to unveil some added enhancements to the **PromptTRACK Alerts** system:

Expanded email reports — The daily at-a-glance status reports emailed to you each morning now have more options. For example, you can view scans by date, review key indicators like days elapsed in the delivery cycle, and even see state or ZIP-level reports.

Additional address correction services — Receive a detailed list so you can make updates to your master files. It's another layer of data hygiene that helps reduce waste and improve mailing efficiencies.

Inbound tracking — Stay on top of responses to a campaign or actions taken by your audience. Inbound tracking of orders or invoice payments can be a valuable cash flow tool. For non-profits, it's a useful aid in making projections during annual appeal campaigns.

If you're not using **PromptTRACK Alerts**, you're missing out on ways to make every facet of your multichannel campaign that much more effective. Call Prompt today to learn more: (718) 447-6206.

The Perfect Match: Swing Arm Read/Print Camera System

If you've visited the Prompt facility, you know we take great pride in investing in the latest equipment to make your mailings as smooth, fast and efficient as possible.

We're excited about our latest acquisition: The Perfect Match Swing Arm Read/Print Camera System for mail matching and document matching. This powerful system offers a sophisticated array of features:

- Seamless read-and-print capability
- Logging and sequence checking
- File audit capability

For our customers, the system means your matched mailings are handled more efficiently than ever. With this new tool on the processing floor, we look forward to adding even more value to your next mailing.



Scan the QR code to view the equipment in action.



Prompt Personnel

Please join us in welcoming the newest members of the Prompt Direct family:

Washington Sanchez, Production
Gilberto Valentin, Production
Joseph Pellegrino, Data processing
Michael Dye, Data processing

We'd also like to extend our grateful acknowledgement to Theresa Cotroneo who came out of retirement to help us out during a transitional period within our accounting department.

Mailer Spotlight: The Bowery Mission

Since 1879, The Bowery Mission has served the poor, homeless and hungry in New York City. Providing solutions for immediate needs (food, shelter and showers), while offering adult life transformation programs and services for at-risk youth, The Bowery Mission operates multiple sites across Manhattan, the Bronx and Pennsylvania. And according to Susana Piscitiello, director of multichannel marketing & communications for The Bowery Mission, her organization counts on Prompt Direct as its trusted lettershop partner.

Says Susana, "Prompt guided us in bringing our direct mail processes and management in-house. They've been very generous with their knowledge and helping us find the most effective and cost-efficient ways of sending out our mailings."

The Bowery Mission works with Prompt account manager Felix Petillo on mailings such as newsletters, general communications and appeals for support, with quantities range from 25,000-350,000.

"What really separates Prompt is the attention to detail and how knowledgeable they are about every

facet of the mailing process," explains Susana. "It creates a level of trust. Felix keeps me notified every step of the way, and will quickly let me know if something isn't going as planned. Plus, he and the Prompt team will always offer alternatives to solve the problem."

In addition to mailing services, Prompt provides The Bowery Mission with data cleanup to make sure their addresses are the most deliverable. "They are incredibly thorough to make sure our data is correct," says Susana, "and they help us find the best way to insert things inside the envelopes and how to bundle mail drops so they can be most cost-efficient." Susana sums up The Bowery Mission's partnership with Prompt this way: "Being the best partner isn't just about cost; it's also about reliability. If we have a critical mail drop to make at a critical date, I know that it will happen with Prompt Direct."



The Latest News from the USPS

Postal service delays April 2015 rate increase

The Postal Service Governors have delayed the implementation of rate changes that were scheduled to go into effect on April 26th. As always, we'll keep you posted about proposed changes and the potential impact on your 2015 mail plans.

2015 USPS promotions

Take advantage of the following spring/summer promotions to plan your mailings more strategically and qualify for discounted rates:

Earned Value: May 1 – July 31, 2015

Business mailers who use Business Reply Mail and Courtesy Reply Mail enclosures can receive earned credits that can be applied to future first-class mailings of cards, letters and flats, as well as standard mail letters and flats.

Color Transpromo : June 1 – November 30, 2015

Mailers who use dynamic color print for marketing and consumer messages on their bills and statements can take advantage of an upfront 2% discount on first-class letters that are part of an IMb full-service mailing.

Emerging & Advanced Technology: May 1 – October 31, 2015

Mailers who create mail pieces that use at least one form of approved emerging or advanced technologies will receive a 2% postage discount on first-class letters, cards and flats, standard letters and flats, and nonprofit standard letters and flats

Mobile Engagement: July 1 – December 31, 2015

Business mailers will receive an upfront 2% postage discount on standard letters and flats that include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads to mobile-optimized shopping website.

For more information on these programs, visit usps.com/business/promotions-incentives.htm



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Out & About with Prompt

On Friday, June 12, Prompt Direct will be exhibiting at 2015 Fundraising Day in New York at the Marriott Marquis.

Hosted by the Greater New York Chapter of the Association of Fundraising Professionals (AFP), the event brings together fundraising leaders, major funders, grantmakers, development directors and philanthropists to share their insights on effective fundraising.

If you're attending, please stop by the Prompt booth and say hello! For more information on the event, visit nycafp.org.

Prompt Spring Workshop Update

You know you can rely on Prompt for the most up-to-date information and advice for launching a successful campaign. With so much in flux right now at the Postal Service, we've delayed the planning for our annual spring workshop event to ensure we're addressing all of the issues that might affect your summer, fall and holiday mail plans. So here's your opportunity to tell us — what topic(s) would you like to see covered at the event? Email [dlacognata@promptdirectinc.com](mailto:dacognata@promptdirectinc.com) with "workshop topic" as the subject, and let us know what's keeping you up at night. We appreciate your feedback and look forward to seeing you at the annual workshop!

PromptMISSIONStatement

Prompt Direct is passionate about our commitment to provide our clients with quality, care and exceptional results. Our staff is driven by dedication and commitment to provide you with the best service. Our company believes that in order to be competitive we must provide outstanding services to each project including quality, service, convenience and above all, value.