

A **Above the Fold**

The part of an email message or website that is visible without scrolling.

Automated Area Distribution Center (AADC)

A presort level in which all pieces in the bundle or tray are addressed for delivery in the service area of the same automated area distribution center (AADC).

Automation Discount

A postage reduction offered to mailers who pre-barcode their mail pieces and meet addressing, readability and other requirements for processing on automated equipment.

Auxiliary Service Facility (ASF)

US Postal Service Bulk mail processing facility that operates as a satellite facility to one of the 21 Bulk Mail Centers throughout the country.

B **Bounces**

Emails that do not reach their final destination. See hard bounce and soft bounce.

Buck Slip

An insert or separate advertisement put into an envelope, parcel, magazine, newspaper, or other publication.

Bulk Mail

An outdated term; now referred to as Standard Mail.

Business Reply Card (BRC)

A return card, often with respondent's name and address information printed or affixed on it, which is included in a mailing to make responding to an offer easier. Postage is paid by the advertiser.

Business Response Envelope (BRE)

A return envelope supplied by the advertiser to the recipient for use as a response device.

Business Reply Mail (BRM)

Reply mail that uses a Business Reply Permit to return mail at no charge to the addressee. Frequently used for surveys, product registration cards, and inquiry requests.

C **CAN-SPAM (Controlling Assault of Non-Solicited Pornography and Marketing)**

Legislation established in 2003 and is the first US standard for senders of commercial email. The Federal Trade Commission (FTC) is responsible for enforcing this legislation.

Carrier Route

The actual route walked by a mailperson.

Certified Mail

A service that provides the sender with a mailing receipt. A record of delivery is kept at the post office of address. Midwest Direct offers an electronic Certified Mail service.

Change of Address

Processing in which people have moved and have notified the USPS of their old and new addresses is matched to a list prior to mailing to provide correct new addresses.

Cheshire Label

A continuous form used to create name and address labels, which are mechanically affixed to a mailing piece as opposed to gummed or self-stick labels.

Click-through Rate (CTR)

The click-through rate is calculated by taking the number of times an online action is taken (a banner advertisement is clicked, a link is clicked, etc.) divided by the number of times that online action is displayed. CTRs are typically very low.

Coding Accuracy Support System (CASS)

Created by the US Postal Service to ensure the accuracy of software programs used to check addresses and code mailings for delivery.

Cost per Thousand (CPM)

The cost for 1,000 marketing impressions. If the CPM is \$20, that means an advertiser must pay \$20 for every 1,000 impressions of its message. The "M" in CPM represents the Roman numeral for 1,000.

D**De-duping, or de-duplication**

The removal of duplicate data from a mailing list.

Direct Mail

Another name for advertising mail sent to a targeted market.

Direct Marketing

Direct marketing is the act of delivering targeted promotional messages directly to potential customers on an individual basis, as opposed to using mass media. Direct marketing includes direct mail, email, telemarketing and other media channels.

Direct Marketing Association (DMA)

The DMA is the leading global trade association of business and nonprofit organizations using and supporting direct marketing tools and techniques.

Direct Response

Direct response is a type of marketing that allows potential customers to respond directly to the marketer to place an order, send a donation, fill out an application, request or supply information.

Double opt-in

A user has subscribed for a newsletter or other email marketing messages by explicitly requesting it and confirming the email address to be their own. This is usually done by responding to a confirmation email sent to the email address submitted.

F**Flats**

A mail piece that exceeds one of the dimensions for letter-size (11½" long, 6⅞" high, ¼" thick) but does not exceed the maximum dimensions for the mail processing category (15" long, 12" high, ¾" thick).

H**Hard Bounce**

This indicates a permanent reason an email cannot be delivered, such as when the recipient email address does not exist, the domain name does not exist or recipient email server has blocked delivery. Hard bounced email addresses are removed automatically from the subscriber list.

House List

A mailing list compiled by a company based on current or former customers or inquiries regarding the company's products or services.

Hybrid Mail

A process whereby mail is transmitted electronically to a print site, where it is physically mailed.

Hybrid Printing

A combination of offset and digital printing.

I **Indicia**

The preprinted postal permit information on the outside of the envelope or self-mailer. Includes the company's permit number and city from which the mailing was sent, along with class of mail.

Inkjet

A type of printing that jets ink onto paper to produce text and graphics. Inkjet printing is a less expensive alternative to laser printing.

Insert

Promotional piece placed in an outgoing package or invoice.

Inserting

The act of placing one or more component pieces, such as letters, brochures, or reply envelopes, into a carrier envelope, either by machine or by hand.

L **Landing Page**

A webpage where a visitor arrives after clicking on a paid ad, paid search URL, or organic search URL.

Laser Printing

Laser printers use a laser beam, toner, and fuser to "etch" the image onto a photoelectric drum.

Lettershop

A company that assembles and prepares for mailing all the material in a promotional effort. Midwest Direct offers complete lettershop services to its clients.

List Cleaning

The process of updating a list in order to remove any undeliverable addresses. Other cleaning activities could include de-duping, bad debts, names on the DMA Mail Preference Service, prison ZIP Codes, etc.

List Maintenance

The ongoing process of keeping a mailing list up-to-date by adding, editing, and deleting data.

List Rental

The arrangement between the list owner and mailer in which the owner gives the mailer a set of names for one-time usage, for which the list owner is paid by the mailer.

M **Machinable**

Items of mail within certain size specifications making it possible to use automated machinery to sort it.

Mailer

1) Direct mail advertiser who promotes products or services, 2) Folded carton, wrapper, or tube used to protect materials in the mail, 3) Printed direct mail advertising piece.

Mailhouse

Together with lettershop services, mailhouses undertake the sorting and consolidation of mail.

Mailing Machine / Inserter

Machine that attaches labels, addresses envelopes, and inserts printed pieces into any style of envelope and affixes postage to the mail pieces.

Mixed AADC

A presort level in which all pieces in the bundle or container are addressed for delivery within the service areas of more than one automated area distribution center (AADC), meaning that the USPS needs to do additional sorting.

MMS (Multimedia Messaging Service)

MMS is a way to send messages that include multimedia content to and from mobile phones.

Multichannel Marketer

A business that offers customers more than one way, media, or response channel, to buy or learn about their products and / or services.

Multichannel Marketing

Reaching customers or a target audience through more than one channel. For example, using print, email, and text messaging as part of the same marketing campaign.

Merge-Purge

To merge one or more file with another to produce a file with no duplicated names, etc.

N

National Change of Address (NCOA)

A service offered by Midwest Direct and the US Postal Service whereby a direct mail advertiser can have its list "cleaned" against USPS files of people or households that have changed addresses.

Network Distribution Center (NDC)

"Network Distribution Center," a type of USPS processing facility that serves as centralized mail processing and transfer point for designated geographic areas, including Area Distribution Centers (ADCs), Sectional Center Facilities (SCFs), and auxiliary service facilities (ASFs).

Near Field Communication (NFC)

Very-short-range wireless connectivity that enables secure two-way interactions among electronic devices. Mobile marketing with NFC involves tapping, touching, or waving an NFC-compatible device in front of an NFC hot spot, such as a printed mail piece or poster with an NFC tag.

Nine-Digit ZIP Code

The first five digits are identical to the present five-digit ZIP Code. Of the four additional digits, the first two denote a sector and the last two denote a segment within a sector.

Nixie

Letter or package returned to the sender because it cannot or will not be delivered, usually due to an incorrect, illegible, or incomplete delivery address.

Non-Machinable

The inability of a mail piece to be sorted by mail processing equipment because of size, shape, content, or address legibility.

O**Optical Character Reader (OCR)**

An automated mail sorting machine that interprets the address information on a letter-size mail piece and prints the corresponding ZIP Code information onto the piece as a barcode.

Opt-in

Opt-in is a method that enables individuals to elect to receive communications such as promotional materials. This is typically presented as a checkbox that is not checked by default. To start receiving the communications, the individual takes action by checking the box. Otherwise, they are not considered an opt-in.

Opt-out

Opt-out is a method that enables individuals to elect to avoid receiving communications such as marketing emails. This is typically presented as a checkbox that is checked by default. To avoid receiving the communications, the individual must take action by unchecking the box.

P**Postcard**

A single card, the only type of mail that can travel without an envelope or other wrapper.

Presort Accuracy Verification and Evaluation (PAVE)

A process that may be used in sorting mail and getting postal discounts.

Presorting

Presorting is a process by which mail is delivered to the post office in the order that minimizes the USPS efforts to deliver the mail. Usually, this means that the mail is ordered sequentially by carrier route.

Printed Matter

Paper on which words, letters, characters, figures, or images (or any combination of these elements) not having the character of a bill or statement of account, or of actual or personal correspondence, have been reproduced by any process other than handwriting or typewriting.

Purge

The process by which duplication within and between lists can be eliminated.

Q**QR Code**

A QR code is a type of 2D bar code that is used to provide easy access to information through a smartphone. The smartphone is pointed at a QR code and opens a barcode reader app which works in conjunction with the phone's camera. The reader interprets the code, which contains a call to action such as a link to a URL, to view a video or an SMS message inviting the viewer to respond to a poll.

R**Readable**

Capability of material (for example, the ZIP Code and address on a letter-size mail piece) to be read by an Optical Character Reader.

Record

A record is the collection of all fields from a database for a specific customer or prospect on a mailing list.

Relationship Marketing

Relationship marketing is the practice of building relationships with existing customers to promote customer loyalty and to increase the lifetime value (LTV) of a customer.

Response Rate

The response rate is calculated as the number of responses received from a communication piece divided by the total quantity sent.

Registered Mail

A postal service option that provides a degree of traceability, the possibility of proof of delivery, and some insurance against loss or damage.

S**Sample Mail Piece**

A sample mail piece is a sample that is proposed to be delivered to the mailing list. This sample is often provided as part of the approval process.

Saturation Mailing

A saturation mailing is a mailing to 90 percent of the residential addresses, or 75 percent of the combined residential and business addresses, within a specified geographic area or carrier route.

SCF

Acronym for "Sectional Center Facility," a postal facility that serves as the processing and distribution center for Post Offices in a designated geographic area as defined by the first three digits of the ZIP Codes of those offices. Some SCFs serve more than one 3-digit ZIP Code range.

Self-Mailer

A direct mail piece which requires no envelope for mailing, provided that the paper stock used is heavy enough to meet postal requirements.

SMS

Short Message Service (SMS) is a text messaging service component of phone, web, or mobile communication systems, used on smartphones and feature phones.

Soft Bounce

Soft bounces typically indicate a temporary delivery issue to an email address. Soft bounces can be caused a full mailbox, recipient email server is down or offline, or the email message being too large.

Sort

Sorting mail to meet local postal specifications (such as ZIP Code order).

Standard Mail

Standard Mail is mail matter not required to be mailed as First-Class Mail or Periodicals. Standard Mail is typically used for flyers, circulars, advertising, newsletters, bulletins, and catalogs. Standard Mail prices are bulk prices, and each mailing must meet a minimum quantity of 200 pieces or 50 pounds of mail.

Stuffer

A stuffer is a promotion included in the envelope along with another company's regular customer correspondence such as a monthly invoice or statement.

A vertical column of various marketing-related icons on the left side of the page, including a smartphone, a laptop, a mail envelope, a bar chart, a pie chart, a magnifying glass, a document, a speech bubble, a QR code, a printer, a mail envelope with an '@' symbol, a mail envelope with a checkmark, a mail envelope with a dollar sign, a mail envelope with a gear, a mail envelope with a star, a mail envelope with a checkmark, a mail envelope with a dollar sign, a mail envelope with a gear, a mail envelope with a star, a mail envelope with a checkmark, a mail envelope with a dollar sign, a mail envelope with a gear, a mail envelope with a star.

T

Texting / text message

Text messaging, or texting, is the act of typing and sending a brief, electronic message between two or more mobile phones or portable devices over a phone network.

V

Variable Printing

Personalization done on a digital printer, where the target's name is printed along with the marketing copy, providing a more personalized message.

/M

Per thousand. The M stands for the Roman numeral for 1,000.

/MM

Per million. The MM denotes multiplying the Roman numeral for 1,000 by 1,000 (M x M), which equals one million.