



MARKETING MAIL COMPARISON CHART

LETTERS NONE		JAN 24, 2021	AUG 28, 2021	+/-	%
CARRIER ROUTE:	WALK SEQUENCE SATURATION	0.191	0.197	0.006	3.1%
CARRIER ROUTE:	BASIC	0.296	0.332	0.036	12.2%
AUTOMATED:	5-DIGIT	0.259	0.277	0.018	6.9%
AUTOMATED:	AADC	0.285	0.309	0.024	8.4%
AUTOMATED:	MIXED AADC	0.304	0.330	0.026	8.6%
NON-AUTOMATED:	AADC	0.302	0.323	0.021	7.0%
NON-AUTOMATED:	MIXED AADC	0.311	0.336	0.025	8.0%

LETTERS NDC		JAN 24, 2021	AUG 28, 2021	+/-	%
CARRIER ROUTE:	WALK SEQUENCE SATURATION	0.172	0.176	0.004	2.3%
CARRIER ROUTE:	BASIC	0.275	0.311	0.036	13.1%
AUTOMATED:	5-DIGIT	0.239	0.256	0.017	7.1%
AUTOMATED:	AADC	0.265	0.288	0.023	8.7%
AUTOMATED:	MIXED AADC	0.284	0.309	0.025	8.8%
NON-AUTOMATED:	AADC	0.282	0.302	0.020	7.1%
NON-AUTOMATED:	MIXED AADC	0.291	0.315	0.024	8.2%

LETTERS SCF		JAN 24, 2021	AUG 28, 2021	+/-	%
CARRIER ROUTE:	WALK SEQUENCE SATURATION	0.168	0.172	0.004	2.4%
CARRIER ROUTE:	BASIC	0.272	0.308	0.036	13.2%
AUTOMATED:	5-DIGIT	0.235	0.250	0.015	6.4%
AUTOMATED:	AADC	0.261	0.282	0.021	8.0%
NON-AUTOMATED:	AADC	0.278	0.296	0.018	6.5%

FLATS NONE		JAN 24, 2021	AUG 28, 2021	+/-	%
CARRIER ROUTE:	EVERY DOOR DIRECT (EDDM)	0.225	0.235	0.010	4.4%
CARRIER ROUTE:	WALK SEQUENCE SATURATION	0.224	0.234	0.010	4.5%
CARRIER ROUTE:	BASIC	0.320	0.332	0.012	3.8%
AUTOMATED:	5-DIGIT	0.450	0.482	0.032	7.1%
AUTOMATED:	3-DIGIT	0.588	0.640	0.052	8.8%
AUTOMATED:	AADC	0.663	0.729	0.066	10.0%
AUTOMATED:	MIXED AADC	0.726	0.798	0.072	9.9%
NON-AUTOMATED:	5-DIGIT	0.538	0.573	0.035	6.5%
NON-AUTOMATED:	3-DIGIT	0.640	0.697	0.057	8.9%
NON-AUTOMATED:	ADC	0.691	0.759	0.068	9.8%
NON-AUTOMATED:	MIXED AADC	0.748	0.825	0.077	10.3%

FLATS NDC		JAN 24, 2021	AUG 28, 2021	+/-	%
CARRIER ROUTE:	EVERY DOOR DIRECT (EDDM)	0.187	0.196	0.009	4.8%
CARRIER ROUTE:	WALK SEQUENCE SATURATION	0.186	0.195	0.009	4.8%
CARRIER ROUTE:	BASIC	0.285	0.288	0.003	1.1%
AUTOMATED:	5-DIGIT	0.381	0.413	0.032	8.4%
AUTOMATED:	3-DIGIT	0.519	0.571	0.052	10.0%
AUTOMATED:	AADC	0.594	0.660	0.066	11.1%
AUTOMATED:	MIXED AADC	0.657	0.729	0.072	11.0%
NON-AUTOMATED:	5-DIGIT	0.469	0.504	0.035	7.5%
NON-AUTOMATED:	3-DIGIT	0.571	0.628	0.057	10.0%
NON-AUTOMATED:	ADC	0.622	0.690	0.068	10.9%
NON-AUTOMATED:	MIXED AADC	0.679	0.756	0.077	11.3%

FLATS SCF		JAN 24, 2021	AUG 28, 2021	+/-	%
CARRIER ROUTE:	EVERY DOOR DIRECT (EDDM)	0.180	0.189	0.009	5.0%
CARRIER ROUTE:	WALK SEQUENCE SATURATION	0.179	0.188	0.009	5.0%
CARRIER ROUTE:	BASIC	0.274	0.276	0.002	0.7%
AUTOMATED:	5-DIGIT	0.372	0.403	0.031	8.3%
AUTOMATED:	3-DIGIT	0.510	0.561	0.051	10.0%
AUTOMATED:	AADC	0.585	0.650	0.065	11.1%
NON-AUTOMATED:	5-DIGIT	0.460	0.494	0.034	7.4%
NON-AUTOMATED:	3-DIGIT	0.562	0.618	0.056	10.0%
NON-AUTOMATED:	ADC	0.613	0.680	0.067	10.9%