

BEBdata

MARKETING MAIL COMPARISON: July 2022/January 2023

LETTER SIZED MAIL UNDER 4 OUNCES

CATEGORY		NON ENTRY POINT				NDC				SCF			
		2022	2023	+/-	%	2022	2023	+/-	%	2022	2023	+/-	%
CARRIER ROUTE	WALK SEQUENCE SATURATION	0.209	0.213	0.004	1.9%	0.186	0.190	0.004	2.2%	0.179	0.183	0.004	2.2%
CARRIER ROUTE	HIGH DENSITY PLUS	0.225	0.240	0.015	6.7%	0.202	0.217	0.015	7.4%	0.195	0.210	0.015	7.7%
CARRIER ROUTE	HIGH DENSITY	0.270	0.290	0.020	7.4%	0.247	0.267	0.020	8.1%	0.240	0.260	0.020	8.3%
CARRIER ROUTE	BASIC	0.400	0.446	0.046	11.5%	0.377	0.423	0.046	12.2%	0.370	0.416	0.046	12.4%
AUTOMATED	5-DIGIT	0.296	0.305	0.009	3.0%	0.273	0.282	0.009	3.3%	0.266	0.275	0.009	3.4%
AUTOMATED	AADC	0.328	0.339	0.011	3.4%	0.305	0.316	0.011	3.6%	0.298	0.309	0.011	3.7%
AUTOMATED	MIXED AADC	0.349	0.360	0.011	3.2%	0.326	0.337	0.011	3.4%	N/A			
NON AUTOMATED	AADC	0.339	0.346	0.007	2.1%	0.316	0.323	0.007	2.2%	0.309	0.316	0.007	2.3%
NON AUTOMATED	MIXED AADC	0.355	0.366	0.011	3.1%	0.332	0.343	0.011	3.3%	N/A			
NON AUTOMATED CARRIER ROUTE	WALK SEQUENCE SATURATION	0.261	0.265	0.004	1.5%	0.215	0.219	0.004	1.9%	0.200	0.207	0.007	3.5%
NON AUTOMATED CARRIER ROUTE	HIGH DENSITY PLUS	0.275	0.288	0.013	4.7%	0.229	0.242	0.013	5.7%	0.214	0.230	0.016	7.5%
NON AUTOMATED CARRIER ROUTE	HIGH DENSITY	0.320	0.356	0.036	11.3%	0.274	0.310	0.036	13.1%	0.259	0.298	0.039	15.1%
NON AUTOMATED CARRIER ROUTE	BASIC	0.390	0.426	0.036	9.2%	0.334	0.358	0.024	7.2%	0.323	0.352	0.029	9.0%
NON AUTOMATED NON MACHINEABLE	5-DIGIT	0.611	0.653	0.042	6.9%	0.542	0.584	0.042	7.7%	0.520	0.564	0.044	8.5%
NON AUTOMATED NON MACHINEABLE	3-DIGIT	0.736	0.778	0.042	5.7%	0.667	0.709	0.042	6.3%	0.645	0.689	0.044	6.8%
NON AUTOMATED NON MACHINEABLE	ADC	0.800	0.842	0.042	5.2%	0.731	0.773	0.042	5.7%	0.709	0.753	0.044	6.2%
NON AUTOMATED NON MACHINEABLE	MIXED ADC	0.881	0.923	0.042	4.8%	0.812	0.854	0.042	5.2%	N/A			

FLAT SIZED MAIL

CATEGORY		NON ENTRY POINT				NDC				SCF			
		2022	2022	+/-	%	2022	2022	+/-	%	2022	2022	+/-	%
CARRIER ROUTE	WALK SEQUENCE SATURATION	0.261	0.265	0.004	1.5%	0.215	0.219	0.004	1.9%	0.200	0.207	0.007	3.5%
CARRIER ROUTE	EVERY DOOR DIRECT	0.262	0.266	0.004	1.5%	0.216	0.220	0.004	1.9%	0.201	0.208	0.007	3.5%
CARRIER ROUTE	HIGH DENSITY PLUS	0.275	0.288	0.013	4.7%	0.229	0.242	0.013	5.7%	0.214	0.230	0.016	7.5%
CARRIER ROUTE	HIGH DENSITY	0.320	0.356	0.036	11.3%	0.274	0.310	0.036	13.1%	0.259	0.298	0.039	15.1%
CARRIER ROUTE	BASIC	0.390	0.426	0.036	9.2%	0.334	0.358	0.024	7.2%	0.323	0.352	0.029	9.0%
AUTOMATED	5-DIGIT	0.530	0.572	0.042	7.9%	0.461	0.503	0.042	9.1%	0.439	0.483	0.044	10.0%
AUTOMATED	3-DIGIT	0.684	0.726	0.042	6.1%	0.615	0.657	0.042	6.8%	0.593	0.637	0.044	7.4%
AUTOMATED	ADC	0.782	0.824	0.042	5.4%	0.713	0.755	0.042	5.9%	0.691	0.735	0.044	6.4%
AUTOMATED	MIXED ADC	0.854	0.896	0.042	4.9%	0.785	0.827	0.042	5.4%	N/A			
NONAUTOMATED	5-DIGIT	0.611	0.653	0.042	6.9%	0.542	0.584	0.042	7.7%	0.520	0.564	0.044	8.5%
NONAUTOMATED	3-DIGIT	0.736	0.778	0.042	5.7%	0.667	0.709	0.042	6.3%	0.645	0.689	0.044	6.8%
NONAUTOMATED	ADC	0.800	0.842	0.042	5.2%	0.731	0.773	0.042	5.7%	0.709	0.753	0.044	6.2%
NONAUTOMATED	MIXED ADC	0.881	0.923	0.042	4.8%	0.812	0.854	0.042	5.2%	N/A			

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