

BEBDATA

MARKETING MAIL COMPARISON: January 2023/July 2023

LETTER SIZED MAIL

CATEGORY		NON ENTRY POINT				NDC				SCF			
		JAN 2023	JUL 2023	+/-	%	JAN 2023	JUL 2023	+/-	%	JAN 2023	JUL 2023	+/-	%
CARRIER ROUTE	WALK SEQUENCE SATURATION	0.213	0.228	0.015	7.0%	0.190	0.201	0.011	5.8%	0.183	0.193	0.010	5.5%
CARRIER ROUTE	HIGH DENSITY PLUS	0.240	0.258	0.018	7.5%	0.217	0.231	0.014	6.5%	0.210	0.223	0.013	6.2%
CARRIER ROUTE	HIGH DENSITY	0.290	0.317	0.027	9.3%	0.267	0.290	0.023	8.6%	0.260	0.282	0.022	8.5%
CARRIER ROUTE	BASIC	0.446	0.505	0.059	13.2%	0.423	0.478	0.055	13.0%	0.416	0.470	0.054	13.0%
AUTOMATED	5-DIGIT	0.305	0.326	0.021	6.9%	0.282	0.299	0.017	6.0%	0.275	0.291	0.016	5.8%
AUTOMATED	AADC	0.339	0.361	0.022	6.5%	0.316	0.334	0.018	5.7%	0.309	0.326	0.017	5.5%
AUTOMATED	MIXED AADC	0.360	0.381	0.021	5.8%	0.337	0.354	0.017	5.0%	N/A			
NON AUTOMATED	AADC	0.346	0.363	0.017	4.9%	0.323	0.336	0.013	4.0%	0.316	0.328	0.012	3.8%
NON AUTOMATED	MIXED AADC	0.366	0.387	0.021	5.7%	0.343	0.360	0.017	5.0%	N/A			
NON AUTOMATED CARRIER ROUTE	WALK SEQUENCE SATURATION	0.265	0.300	0.035	13.2%	0.219	0.229	0.010	4.6%	0.207	0.209	0.002	1.0%
NON AUTOMATED CARRIER ROUTE	HIGH DENSITY PLUS	0.288	0.329	0.041	14.2%	0.242	0.258	0.016	6.6%	0.230	0.238	0.008	3.5%
NON AUTOMATED CARRIER ROUTE	HIGH DENSITY	0.356	0.389	0.033	9.3%	0.310	0.318	0.008	2.6%	0.298	0.298	0.000	0.0%
NON AUTOMATED CARRIER ROUTE	BASIC	0.426	0.467	0.041	9.6%	0.358	0.396	0.038	10.6%	0.352	0.376	0.024	6.8%
NON AUTOMATED NON MACHINEABLE	5-DIGIT	0.653	0.705	0.052	8.0%	0.584	0.634	0.050	8.6%	0.564	0.614	0.050	8.9%
NON AUTOMATED NON MACHINEABLE	3-DIGIT	0.778	0.852	0.074	9.5%	0.709	0.781	0.072	10.2%	0.689	0.761	0.072	10.4%
NON AUTOMATED NON MACHINEABLE	ADC	0.842	0.916	0.074	8.8%	0.773	0.845	0.072	9.3%	0.753	0.825	0.072	9.6%
NON AUTOMATED NON MACHINEABLE	MIXED ADC	0.923	1.007	0.084	9.1%	0.854	0.936	0.082	9.6%	N/A			

FLAT SIZED MAIL

CATEGORY		NON ENTRY POINT				NDC				SCF			
		JAN 2023	JUL 2023	+/-	%	JAN 2023	JUL 2023	+/-	%	JAN 2023	JUL 2023	+/-	%
CARRIER ROUTE	WALK SEQUENCE SATURATION	0.265	0.300	0.035	13.2%	0.219	0.229	0.010	4.6%	0.207	0.209	0.002	1.0%
CARRIER ROUTE	EVERY DOOR DIRECT	0.266	0.301	0.035	13.2%	0.220	0.230	0.010	4.5%	0.208	0.210	0.002	1.0%
CARRIER ROUTE	HIGH DENSITY PLUS	0.288	0.329	0.041	14.2%	0.242	0.258	0.016	6.6%	0.230	0.238	0.008	3.5%
CARRIER ROUTE	HIGH DENSITY	0.356	0.389	0.033	9.3%	0.310	0.318	0.008	2.6%	0.298	0.298	0.000	0.0%
CARRIER ROUTE	BASIC	0.426	0.467	0.041	9.6%	0.358	0.396	0.038	10.6%	0.352	0.376	0.024	6.8%
AUTOMATED	5-DIGIT	0.572	0.609	0.037	6.5%	0.503	0.538	0.035	7.0%	0.483	0.518	0.035	7.2%
AUTOMATED	3-DIGIT	0.726	0.786	0.060	8.3%	0.657	0.715	0.058	8.8%	0.637	0.695	0.058	9.1%
AUTOMATED	ADC	0.824	0.893	0.069	8.4%	0.755	0.822	0.067	8.9%	0.735	0.802	0.067	9.1%
AUTOMATED	MIXED ADC	0.896	0.976	0.080	8.9%	0.827	0.905	0.078	9.4%	N/A			
NONAUTOMATED	5-DIGIT	0.653	0.705	0.052	8.0%	0.584	0.634	0.050	8.6%	0.564	0.614	0.050	8.9%
NONAUTOMATED	3-DIGIT	0.778	0.852	0.074	9.5%	0.709	0.781	0.072	10.2%	0.689	0.761	0.072	10.4%
NONAUTOMATED	ADC	0.842	0.916	0.074	8.8%	0.773	0.845	0.072	9.3%	0.753	0.825	0.072	9.6%
NONAUTOMATED	MIXED ADC	0.923	1.007	0.084	9.1%	0.854	0.936	0.082	9.6%	N/A			

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