

Pitney Bowes — TrackMyMail

Situation Pitney Bowes acquired TrackMyMail in February of 2008. TDC has continued to work with the TMM brand as a product offering of Pitney Bowes, creating print and online advertising as well as a new co-branded website.

Under the umbrella of Pitney Bowes, the TMM brand positioning needed to evolve into a more mature, business-oriented offering. Additionally, TMM needed to have a coordinated brand identity that fit within the Pitney Bowes brand guidelines. After the Pitney Bowes acquisition of TMM, approximately one year elapsed during which there was no ongoing marketing for the TMM product. Sales were off and the competition was gaining market share.

Solution Pitney Bowes came back to TDC because of our unique familiarity with its product offering and the postal industry environment. We were asked to develop a re-energized positioning and tagline for the TMM sub-brand, and to align the TMM identity with Pitney Bowes brand guidelines. Furthermore, we were asked to recommend a marketing communication plan to regain lost market share.

We conducted a brief discovery process in order to better understand current perceptions of the TMM brand under Pitney Bowes and to reassess the competitive landscape. This included interviews with TMM customers from several industries as well as with TMM management. From this research, we developed a new positioning statement and tagline that effectively defined TMM's brand within the Pitney Bowes family of solutions.

Result This new brand platform provided the foundation for TDC to create a completely rebranded website that included new content and product offerings, customer case studies, industry solutions stories and benefit-oriented portals that enabled prospects to easily navigate the site based on their business needs.

We also launched a turnkey lead generation campaign that included online advertising, email and Google AdWords. To support the lead generation effort, we wrote and produced a suite of e-books and a microsite/landing page specifically designed for mailing services companies. In 2012, we will continue this campaign to include more of the products in the Pitney Bowes family as they are integrated into the TrackMyMail offering.

- o positioning statement and tagline
- o website

As part of the Pitney Bowes family, TrackMyMail is the leading provider of mail tracking solutions for companies and organizations that rely on high-volume mailings to drive their business success.

TMM is the only provider that gives customers actionable business intelligence through a real-time view into the mail stream, powerful and easy-to-use reporting tools and seamless integration into existing mail operations.

TMM is the smart way to connect your mail to better decision-making and business outcomes.

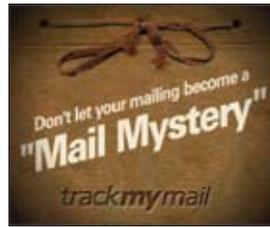
Research Modes Used:

- Interviews with management
- Interviews with customers
- Competitive brand benchmarking

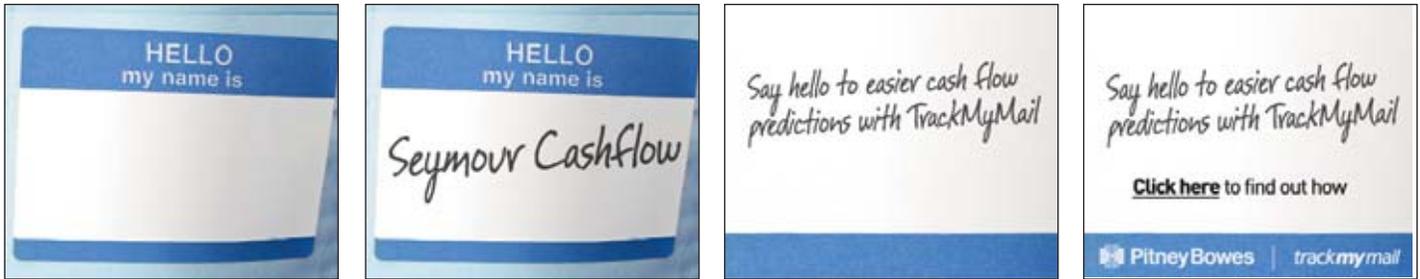
Connecting your mail to better business outcomes.



- o reseller banner ads
- o reseller html emails
- o reseller landing page



- o end-user banner ad
- o end-user landing page





The Hidden Costs of Return Mail and Its Impact on Your Business

Identifying causes and identifying solutions

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The Problem

Return mail is a half percent of all first class mail sent.

Return mail is a significant cost for your business. It costs 10¢ to 15¢ per piece to return mail. This is a significant cost for your business, especially if you have a high volume of return mail.

Our experience suggests the following cost-drain benchmarks:

Volume	Estimated Return Rate	Estimated Cost
100,000	0.5%	\$500
200,000	0.5%	\$1,000
300,000	0.5%	\$1,500
400,000	0.5%	\$2,000
500,000	0.5%	\$2,500

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Root Causes

Physical Handling and Remailing

As a business that mails one million pieces per month, we estimate that 1,000 pieces of return mail per day. This is a significant cost to your business, especially if you have a high volume of return mail.

Our experience suggests the following cost-drain benchmarks:

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Trade Secrets to Connecting Your Mail to Better Business Outcomes

Intelligent Mail® can show the way to significant cost savings and business benefits for your customers

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Intelligent Mail® Tracking: Smarter Solutions that Lettershops, Printers and Service Bureaus Can Present to Clients

New opportunities to improve response rates, cash flow, customer experiences and more

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- o pay-per-click search engine marketing

