



POSTAL HACKS

- 1) How you manage underweight.** Don't try to fix a symptom with a tactic. Even the best programs will have a few underweight zips. If you have more than 20 to 30%, you have a revenue volume problem. Don't start killing zip codes.
- 2) Periodically Re-evaluate DDU Trucking.** It's \$10/M at base weight, have seen it approach \$30/M with very heavy packages.
- 3) Test for Saturation based on Residential And Business Addresses.** Some operators think you have to be mailing business addresses to test for this. You don't This can be HUGE.
- 4) Tweak, tweak, Tweak your saturation discounts.** Look for carrier routes that are close to 300 deliveries or the 90% or 75% saturation discounts. Moving around as little as 1% of deliveries can lower postage significantly.
- 5) Get your underweight HD+ overweight, no matter what.** Free standby remnants, Kraft wraps, etc. The USPS will pay you \$18/M for going overweight, plus you get the value of the underweight.

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