

# LexisNexis® Return Mail



Six billion pieces of mail are returned as Undeliverable As Addressed each year. Reduce expenses by automating the return mail process.

Each year more than 171 billion pieces of mail are processed for delivery. On average, organizations will experience an undeliverable rate of 3-5 percent or as high as 30 percent for the government and collections industry. The challenges stem from more than 145 million existing delivery points in the United States and 45 million people changing their addresses every year. The cost to the USPS is around \$2 billion per year.

## Undeliverable mail—a huge and costly problem

LexisNexis® Return Mail delivers a completely outsourced solution to fully automate the time-consuming, labor-intensive manual process of handling business mail returned to sender and Undeliverable As Addressed (UAA).

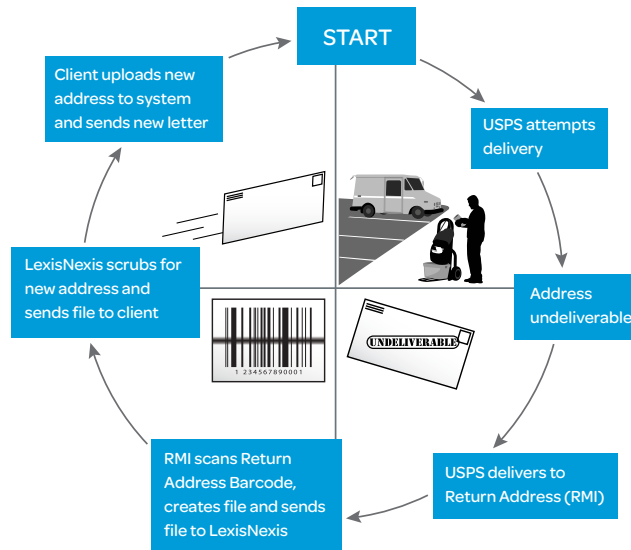
## Reduce the huge expense

Undeliverable mail impacts many aspects of your agency, such as overhead associated with the handling of returned mail for payroll, mailing, printing and collections. With Return Mail, each piece of your outgoing mail is encoded with a unique barcode. This process allows any returned mail to be scanned for fast, automatic processing.

Through LexisNexis Return Mail, you can:

- Completely automate the handling of returned mail.
- Receive notification of each individual that was returned as UAA.
- Promptly update individual address files to leverage LexisNexis® proven data solutions.

## Manage the Costly Process of Undeliverable Mail with LexisNexis® Return Mail



As part of the Return Mail workflow, LexisNexis will scrub all files for updated addresses utilizing our comprehensive database—comprised of more than five billion credible name, address and phone number records—and our advanced data linking technology to return updated records to the client.

### For more information:

Call 888.579.7638 or visit [lexisnexis.com/risk/solutions](http://lexisnexis.com/risk/solutions)

#### About LexisNexis Risk Solutions

LexisNexis Risk Solutions ([www.lexisnexis.com/risk](http://www.lexisnexis.com/risk)) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

“Although Undeliverable As Addressed (UAA) mail continuously translates into dramatic losses in business, dollars and time, many marketing professionals still dismiss UAA mail as too hard to find and fix.”

— Source: Direct Marketing,  
Rob King, January 6, 2006



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