

BCC Bulk Mailer

Mass mailing, made simple.

Simplify your mailings, increase deliverability, navigate complex postal regulations and achieve the lowest postage rates with BCC Bulk Mailer. BCC Bulk Mailer makes navigating the complex world of mass mailing simple.



Never worry about your USPS® documentation

Generate all required documentation including the Qualification report, USPS® Form 3553, postage statements, barcoded sack and tray labels. Additionally, BCC Bulk Mailer supports seamless submission of electronic documentation through Mail.XML™.

100%

of surveyed organizations realized a return on investment in less than a year

“I have tried multiple platforms for bulk mailing and BCC Bulk Mailer is the easiest, most user-friendly platform of them all.”

—Robin Czuczor, Marketing Director, Classic Printery



**BACKED BY
THE EXPERTS**
Gartner, Forrester,
and Aspire



EXPERIENCE
A rich history of
world-class leadership



PROVEN RESULTS
96% customer
satisfaction rate



EXPERTISE
8 billion personalized
experiences annually





CASS and PAVE Certified™

Standardize abbreviations and address formats to USPS® guidelines, correct the spelling of streets and cities and verify deliverability, including DPV®, LACSLink® and SuiteLink® processing. Add missing postal data including nine-digit ZIP Code™, eLOT® and carrier route numbers, delivery points and more.

Sort address lists for the lowest possible postal rates and generate all required USPS® documentation, reports and postage statements. The Mail Sort wizard includes support for First-Class Mail®, Standard Mail® and Periodicals.

Mail Sort Wizard features include:

- First-Class Mail, Standard Mail and Periodicals presorts
- SCF, NDC, ADC and DDU entry point discounts
- Management of multiple mailing permits
- All required USPS documentation
- Advanced settings for minimum or maximum pieces per container, type of tray and maximum sack weight
- Supports Intelligent Mail barcodes for mail pieces, sack and tray tags
- Append a presort ID and other mailing data for use in other environments
- Presort add-ons include Package Services, Palletization, Firm Bundles and more



Real-time Move Update service

Use the Move Update service to process lists against the full 48-month NCOALink® data set in real-time. BCC Bulk Mailer updates address lists before the mail is printed and sent, and NCOALink® processing meets USPS® Move Update requirements for First-Class Mail® and Standard Mail® discounts.



BCC EasyTrack Mail Delivery Tracking Service

Don't mail blindly. Enjoy a multi-channel experience with full visibility into your mailings within the USPS® mail stream and compile your data into easy-to-read, comprehensive reports with BCC EasyTrack.

Improve service and data-driven decisions

Coordinate mailings with more accurate delivery dates, provide proof of mailing services, and easily share reports for better customer service. Make decisions and trigger subsequent events based on where the mail piece is, for example, alert your customers with an email or mobile push notification that an important communication is in their mailbox. Their mail moment will be enhanced, which will help increase your customer conversion rate.

Increase insight

Monitor mail delivery windows and generate comprehensive reports that leverage USPS Informed Visibility® which enables you to benefit from near real-time scan data. Drill down into maps and get powerful piece-level analysis.

Be proactive and grow your business

Ensure vendors are performing as contracted, and resolve delivery problems before they become customer problems. Customize the BCC EasyTrack user interface with your company's branding to deliver a new value added service to your customers.



Every Door Direct Mail® service

Automatically generate EDDM® lists, all required documentation, and facing slips in two sizes. Easily select routes, ZIP Code™, residential and/or business addresses, and get access to up-to-date delivery counts.



List cleansing

The Duplication Search tool offers multiple search options and field combinations for precise results. The Merge/Purge feature combines, compares and eliminates duplicates from disparate list types. Additionally, lists are processed against suppression lists ensuring you meet do-not-mail requirements.



Custom address printer support

Take full advantage of your address printer – BCC Bulk Mailer provides support for model specific features. Address-printing features include Intelligent Mail® barcoding, an optional endorsement line, fonts, images, grids, package spacers and more.

Import and export files

- Supported file formats include comma or tab delimited, fixed length, dBase, XML, Microsoft Access and Excel
- Intelligent field mapping actively suggests matches
- Increase productivity – save settings for similar data files

View and edit records

List views present addresses in a spreadsheet for quick review. Update, split or combine fields in all active records.

Detail views offer organized access to data fields in address-card format. Easily add, validate and update individual records.

Groups

Easily limit a mailing to a subset of your list. Define criteria and sort options for a more targeted mailing.

- Any field(s) may be used to define a group
- Conditions include custom, predefined and data sampling
- Use pre-set groups to minimize returned mail.



High-performance, multi-user architecture

Built for the highest-volume mailers, BCC Bulk Mailer Business offers advanced performance capabilities with large address files, and supports team-based processes.

- Integrate Microsoft SQL Server databases
- Support multi-user template and mailing sharing
- Package mailings with reports for backup or transfer
- Archive older mailings
- Manage permits and other information for your Clients



Expand as you grow

Expand BCC Bulk Mailer as your business grows by simply selecting and installing new features through the Add-On manager. BCC Bulk Mailer provides capabilities to support mixed weights, palletization, firm bundles, merge/purge, and other critical capabilities you'll need as your business continues to grow. Additional data enhancement options and advanced presorts expand BCC Bulk Mailer to meet the most demanding mailing requirements.



Data enrichment

Access Data Services directly through the BCC Bulk Mailer interface to achieve:

Improved delivery rates and increased visibility

- Address Validation
- Apartment Append
- Move Update
- ECOA
- Walk Sequence
- Reverse Phone Append
- Easy Track

Improved email communications

- Email Validation
- Email Append

Reach customers by phone or SMS

- Phone Validation
- Phone Append
- Phone Information

High-precision targeting

- Head of Household
- Centroid Geocoding
- Address-Level Geocoding
- Suppression Suite (Deceased, Incarcerated, Do Not Mail)
- Do Not Call
- Do Not Email

BCC Bulk Mailer Package Options

“BCC Bulk Mailer Business does everything we need it to do for processing business mail. The technical support is superb and the cost is reasonable.”

—Larry Naselli, Marketing Professional, Allegra Marketing

	Standard	Professional	Business
SORTING			
PAVE™ Gold certified postal presorting First-Class Mail®, Standard Mail® and Periodicals	✓	✓	✓
Advanced presorting Package Services, Mixed Weights, Palletization, Firm Bundles		optional	optional
USPS® documents and qualification report PS form 3553, 3602, 3541 and 3600	✓	✓	✓
Intelligent Mail® barcode support	✓	✓	✓
Entry point discounts SCF, BMC, ADC and DDU	✓	✓	✓
Sort enhancements Carrier route, walk sequence, automation and non-automation	✓	✓	✓
Electronic documentation Mail.dat and Mail.XML support	Mail.XML only	✓	✓
DATA MANAGEMENT			
CASS Certified™ for address correction Includes DPV®, LACSLink® and SuiteLink® processing	✓	✓	✓
Adds missing postal data ZIP + 4®, carrier route, eLOT® and more	✓	✓	✓
Built-in real-time* NCOA ^{Link®} service	optional	✓	✓
Duplicate management	✓	✓	✓
EasyTrack mail stream monitoring service		optional	optional
Integrated data enhancement services Append details, amend addresses and do-not-mail suppression		optional	optional
Merge/Purge		optional	optional
RDI™ service		optional	optional
Geocoding		optional	optional
ARCHITECTURE			
Microsoft SQL Server database			✓
Multiuser environment			✓
Address record limit	5000	2GB	4GB
User-defined fields	22	22	255
Job Builder		✓	✓
OUTPUT			
Graphical mail piece designer	✓	✓	✓
High-speed printer support and drivers	✓	✓	✓
Barcoded sack and tray labels	✓	✓	✓
ASSISTANCE			
Live Update	✓	✓	✓
Free online training	✓	✓	✓
Toll-free technical support	unlimited	unlimited	unlimited

* BCC Software receives weekly NCOALink® updates

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