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The postal optimization checklist *for direct mail programs*

Direct mail is still one of the most reliable channels, but that doesn't mean it's set-and-forget. The teams seeing the strongest results are constantly fine-tuning how they plan, send, and measure their campaigns. This checklist provides a few practical steps to improve efficiency, reduce waste, and get more out of the programs you're already running.

PLANNING

- ✓ **Cut underperforming segments and reallocate budget to what's working**

Look at your last campaign and be honest about what didn't perform. Pull back from low-converting segments or regions, and shift that spend to the audiences that did.

- ✓ **Consolidate campaign drops and ask about USPS commingling**

Review upcoming sends and combine where it makes sense. More volume gives you leverage. Then ask your provider to commingle your mail to lower postage and improve efficiency.

- ✓ **Validate and standardize addresses before sending**

Don't wait for mail to come back as undeliverable. Catch issues upfront by validating addresses at the point of entry, standardizing them to USPS requirements, and checking against change-of-address data. This helps ensure your mail reaches the right person and avoids wasted spend.

POSTAGE

- ✓ **Check for USPS promotions before you plan your send**

Look at current USPS promotions and align your campaigns to qualify. Even small adjustments can unlock meaningful postage savings.

- ✓ **Switch to Marketing Mail when timing allows**

If delivery speed isn't critical, consider shifting to Marketing Mail. It's a simple way to reduce postage without changing your campaign.

- ✓ **Plan around your in-home date, not your drop date**

Start with when you want the mail to land, then work backwards. This helps you hit timing more consistently and avoid rushed or inefficient sends.

PERFORMANCE

- ✓ **Personalize wherever you can**

Use names, locations, or tailored offers to make each piece feel relevant. Even light personalization can lift engagement and conversion.

- ✓ **Add a clear way to track response**

Include a QR code, vanity URL, or offer code so you can see what's working and tie results back to the campaign.

- ✓ **Test one new variable in every send**

Keep it simple: change one thing at a time, whether it's format, offer, or audience. Over time, those tests compound into better performance.



Are your direct mail campaigns checking all the boxes?

For more guides, explainers, and practical USPS optimization resources, explore the full Postal Fix hub at lob.com/postalfix