

EDDM VS. SATURATION MAIL

A Direct Mail Study

2017

Weighing the Benefits

CATEGORY		ADVANTAGE
Postage	When EDDM was created it fell under the saturation postage rate. But since then, the postal service created its own special postage rate for EDDM that is higher than saturation. Also, EDDM requires trips to each DDU facility to achieve its best postage rate, often requiring many more deliveries than saturation mailings.	Saturation Mail
Mail Processing	Because there is no addressing of the mail piece, or sorting it for automation rates, EDDM will always cost less to process. There is also no mailing list cost with EDDM.	EDDM
Data Cleansing	With EDDM, you blanket an area you want to send, mailing to every address that is available. With Saturation mailing, the data is cleansed, removing addresses that are vacant or on the Do Not Mail file. Furthermore saturation mailings limit “drops” (drops are addresses like convalescent homes or high rises where there are no separate postal addresses for each household). These measures save somewhere between 3% to 10% of the pieces mailed.	Saturation Mail
Targeting	People don’t think of “targeting” when they think of EDDM or Saturation mailing, but advancements in saturation have made the line between Consumer mailings and Saturation blur. For one thing, Saturation mailings allow you select carrier routes by their median income or age. And new features, such as Response Boosters allow the removal of addresses on the “household level” by income or age that don’t fit your demographics.	Saturation Mail
Intrinsic	Some people believe having an address on a mailer makes it look less like a flyer and more like an individual marketing message. Also, it has been reported that in some areas EDDM piece are banded together, rather than left as standalone mail pieces, thus limiting their impact.	Saturation Mail
Return on Investment	Although the overall cost per piece of EDDM will always be cheaper, the ROI is almost always worse because of the wasted postage and loss of targeting opportunities. Also, additional flexibility for saturation mailings, such as adding names where available and removing worst performing households, make a Saturation Mailing the better choice in more circumstances.	Saturation Mail

Information collected from Mailer’s Haven.



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