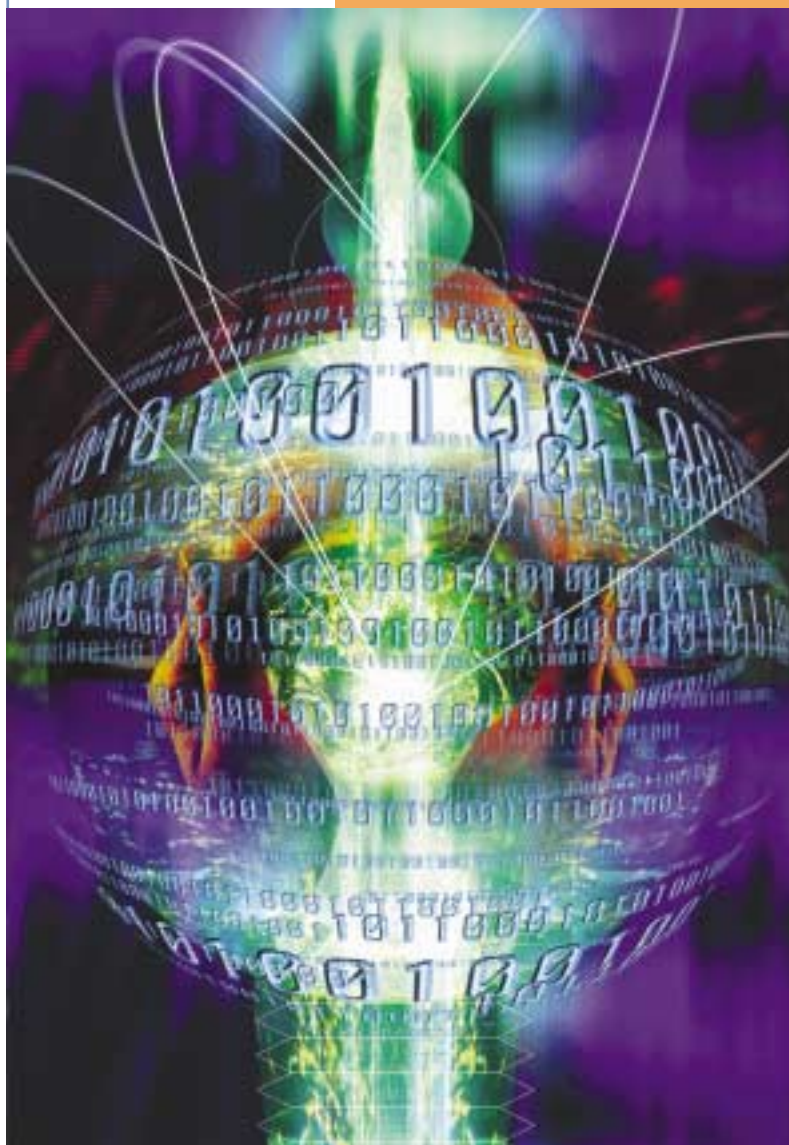


ResponseBridge™

The Process



Here's How It Works...

- QWL assigns and creates a PLANET® bar code for a specific mailing, manages the process to print the bar code on the mail piece, and complies with all USPS specifications.
- You, or your service bureau, send the presorted name and address file to QWL, as well as the e-mail addresses of your customers and a code to define which customers get the e-mail.

There can be a variety of e-mail messages within a mailing, and a code would establish who gets what message.

If you do not have an e-mail address list for your target recipients, QWL can compile one for you for an additional fee.
- QWL dropships the mailing.
- The USPS processes the mail and sends the PLANET® bar code scan data to QWL. The USPS currently transmits the data three times a day. As volume and technology improve, transmissions will increase to once per hour to provide nearly real-time feedback.
- The PLANET® code scan triggers the release of your e-mail to customers whose surface mail has been processed.
- Web-based reports are posted for you to access. Response data can also be transmitted back to you for analysis.

ResponseBridge™

The Benefits

As you integrate e-mail into your existing marketing efforts, you can:

- Drive customers to the point of purchase with targeted offers
- Communicate with more customers more often
- Build two-way communication channels with your customers
- Interact with customers at unbeatable per-message value
- Strengthen your brand with each e-mail message
- Drive the information to customers to help with their buying decisions



Personalized e-mail – enables you to personalize your e-mail in the content, subject line and confirmation message, increasing your open, click-through and conversion rates.

Targeted e-mail – lets you carefully choose who should receive your e-mail messages and when. You can choose your optimal recipients and deliver the most effective message to them.

Customized e-mail – allows you or your customers to choose the content they receive based on demographics, interests, purchase behavior and campaign history. Customized e-mail ensures that your message is relevant and drives purchases.

Our advanced reporting options, including recipient reports, mailing reports, open-mail and click-through tracking and conversion tracking, help you fully understand your customers and the actions they take as a result of your campaign.

ResponseBridge™ offers you an extensive suite of e-mail list management services. We handle all of your e-mail processing – including bounced messages, unsubscribe requests and replies. We also perform basic e-mail list maintenance to your permission-based list to ensure that your recipient lists are always current and your customer satisfaction levels are high.

**e-nergize your
direct mail!
630-438-2317**

Mail Tracking Service!

QWL creates Web-based reports showing when and where mail has been processed. In-home delivery is typically 2-3 days later. With ResponseBridge™, the PLANET® bar code scan triggers an e-mail to your customer, designed to boost the response of the mail piece. The e-mail goes only to the customers you select, and you create the actual message. Messages can be text or a combination of text, graphics, and links to a Web site. Perhaps they even include an additional offer.

Some have tried the combination of an e-mail and mail piece in the past. Yet without PLANET® code data the

timing will always be a problem, because you can only guess as to when the mail piece will actually be delivered. An e-mail arriving seven days before or after the mail piece probably won't do your campaign any good. QWL realizes that direct marketers need the e-mail message to arrive very close to the delivery of the actual mail piece, even though the delivery of Standard mail through the U.S. Postal Service can be very inconsistent. ResponseBridge™ provides that synchronized ability.



Logistics

Providing Complete Planning, Delivery and Tracking Solutions

The Most Efficient Delivery Network in the Industry

We offer state-of-the-art postal optimization, a 100% RF Postal/Distribution Inventory and Planning System at multiple locations across the QWL network, efficient distribution and door-to-door tracking and tracing—all designed to put time and money on your side while allowing you to focus on your business.

A Leader in the Industry

- Over 9 billion pieces mailed per year, 4 billion pounds shipped per year
- Over \$300 million spent in transportation
- Over 6,500 carriers
- Largest USPS business partner, managing \$1.5 billion in postage – 16% of the total USPS volume
- 10,000 appointments per week – #1 in on-time performance
- One of the top 5 LTL carriers in the U.S.
- 1.5 billion pieces newsstand moved per year
- Over 17.5 billion newspaper inserts delivered

With a History of Groundbreaking Innovation . . .

From our multi-plant newsstand pools and automated Standard Mail delivery systems to dynamic periodical entry and tray co-palletization systems, we have a history of industry firsts and best-of-class systems.

Dedicated to Customer Service

QWL's focus on customer service drives our business and binds our organization with dedicated resources, experienced management and a focus on all commodities and services that is consistent across our platform. With QWL, customers can always expect on-time delivery, tracking and tracing information, accurate and timely billing, postal and transportation reporting, increased deliverability and creative, pro-active problem solving.

How to Reach Us

To find out about ResponseBridge™ or any of Quebecor World Logistics' services, call 630-438-2317.

Visit us on the web at:

www.quebecorworld.com

www.quebecorworldlogistics.com



Quebecor World

www.quebecorworld.com
www.quebecorworldlogistics.com

Accuracy, Reliability, Efficiency

ResponseBridge™

A Quebecor World Logistics Service Offering

Call today to find out how ResponseBridge™ can enhance the effectiveness of your direct mail campaign!

630-438-2317

PLANET® Code:

It's Not Just a



PLANET® bar coding has been used for the past several years as a mail tracking service for direct mail pieces including catalogs and letter mail. Building on this technology, Quebecor World Logistics (QWL), now provides an e-mail marketing service tied to the PLANET® bar code scan of a mail piece.

ResponseBridge™ provides an additional communication link to your customers in order to alert them that your mail piece is on its way. Triggered by the PLANET® bar code scan of the mail piece, this additional communication will help

to build anticipation with the end result being increased response rates and stronger revenue dollars.

The PLANET® bar code, a second bar code on the mail piece, is scanned when the U.S. Postal Service processes the mail on their sortation equipment at the 450 SCFs. No matter where the mail is entered (BMC, SCF or local entry), it is always "processed" on the sorting equipment at the SCFs. A PLANET® code scan tells us the date, time and location of when a specific piece of mail was processed. The USPS transmits data back to QWL and