

DMAW Production Process: Fulfillment

April 27, 2023

Joel F. Kaufman



If you don't have a fear of asking????



Fulfillment Programs, Items to Consider

- Define all of the package components
- Is there any way this package can mail as a flat and not a parcel?
- Does your fulfillment company also print and supply promotional items?
- Does your fulfillment company have strategic and automated technological services? Portals, storefronts, integrated ordering systems?
- If a parcel, is it custom packaging or could standard cartons or padded mailers be used?
- What's the most cost-effective method for shipping the package?

Receiving Fulfillment Materials

- Inventory management system
- Supply advance notification of pending arrivals with identification information
- Fulfillment company should notify client of materials arrival with scans of delivery

• Quantities
checked

are physically counted and
Call, email or both!

Packing List
Ship Order: 115069
Customer: 20171
Name: CORPORATE COMMUNICAT
Address: 800 COMMERCE DRIVE
UPPER MARLBORO, MD 20785

Line Number	Item	Description
1	IMP-TY	LITHO 10 X 800 LETTER

DELIVER
PO# -
Item #
Receive



Warehousing materials

- The paper crunch and paper stockpiling is affecting warehouse availability
- Printers are purchasing more stock for future needs well in advance
- Higher volumes of client supplied materials need to be stored creating a capacity strain
- Need to recycle obsolete inventory and request suppliers to hold onto forward thinking purchased inventory
- Setup automatic alerts for low inventory counts



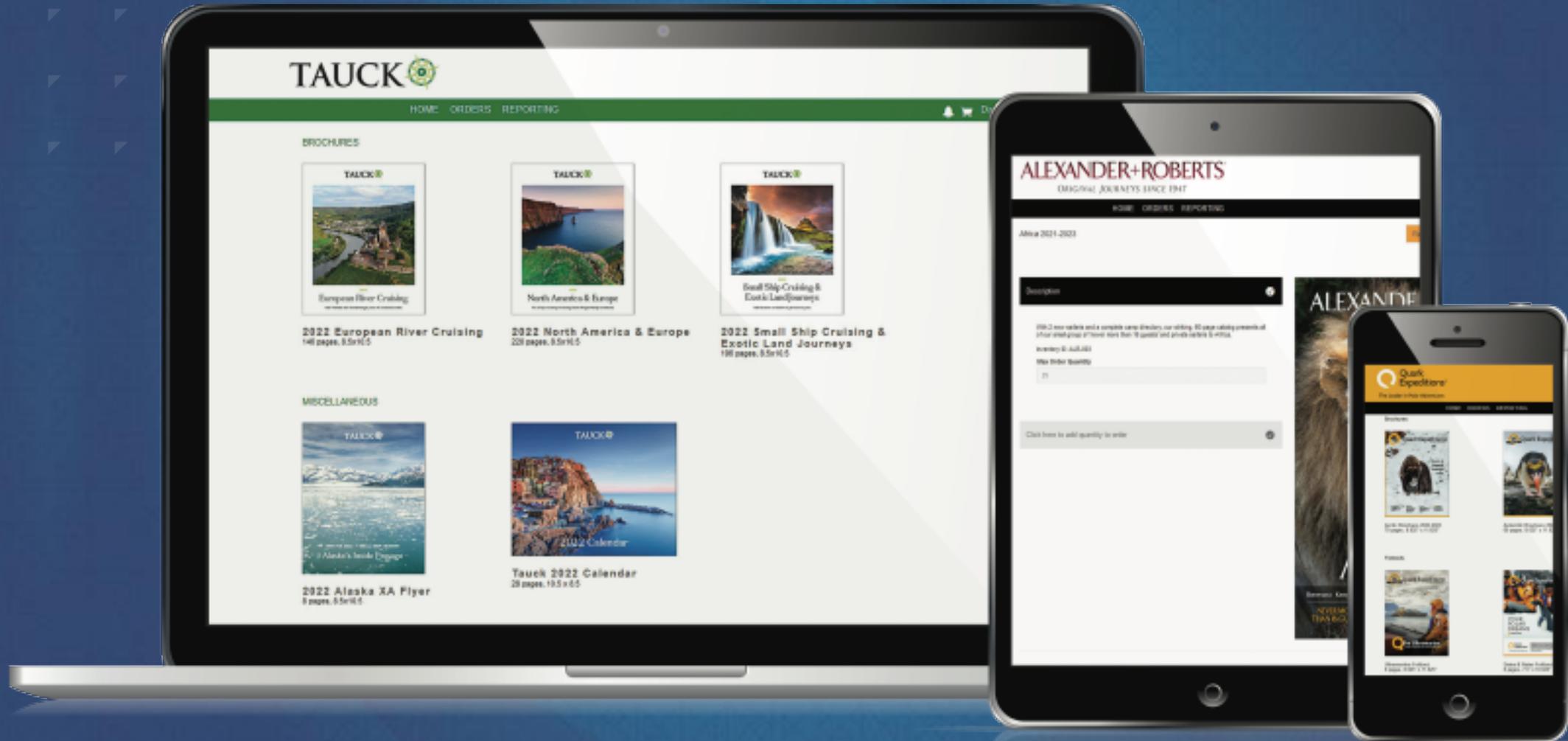
Fulfillment Programs

- On-going programs (via portal or regular periodic supplied batches)
- On-going direct mail packages
- Single campaign projects

Custom Print; Direct Mail via portal

- Business cards and specific marketing collateral can be ordered via portal
- Fully personalized on-going direct mail programs
 - Smaller mailings can be streamlined, no matter how many different mailings or users
 - Local affiliates and chapters can have the power of the headquarter's marketing efforts
 - Content, graphics and message can be controlled or give local folks creative freedom
 - Event invitations, fundraising mailings, local outreach mailings and surveys
- Mailing lists can be uploaded and postage prepaid through the portal
- Content can be changed to keep pace with a fast-changing environment
- Analytics of the portal can be managed by provider and client alike

Custom Print & Fulfillment via portal



Trupanion // A Turnkey Marketing Partnership

BACKSTORY

Trupanion is a Seattle-based pet insurance provider that offers and administers dog and cat insurance throughout North America. They are one of the fastest growing players in the pet medical insurance space and known for their great coverage and excellent customer service.

Like many brands today, they have a fairly complex business that serves both B2C and B2B channels and manage a very wide range of content and key touch points throughout the sales and customer experience. This includes supporting territory and sales managers, activities with veterinary clinics, and of course, the end customers: the passionate pet owners.

OUR PARTNERSHIP

Trupanion has been a customer of DCG ONE for 5+ years and one that has embraced our model as a single source partner for many of their marketing and communications materials.

Trupanion has hundreds of branded assets and assorted content needed by 1000s of people all the time. The task of creating, managing, and delivering this array of content in the mail, online, and in physical locations is daunting for any marketing and communications team.

A relationship that began with a single project has evolved over the years to where DCG ONE is an integral extension of their team.

Our Work

In a given month, we are **printing, managing** and **fulfilling** calendars, window clings for clinics, product brochures, flyers, event invitations, posters, note pads, table tents and booklets that support the Trupanion product within associated veterinary clinics.

We work with Trupanion marketing on **DM campaigns** for breeder programs, shelter programs and assist with onsite materials for Kennel Dog Shows & Cattery Cat Shows as well as Veterinary Trade Shows.

Our **branded merchandise** team creates, sources and produces Trupanion branded blankets, buttons, pens, coffee mugs, totes, apparel, water bottles, wristbands, holiday gifts and a slew of pet-centric items like water bowls, toys, heat-alert cards, bandanas and frisbees (to name a few!).

Our **creative team** supports their internal team for event promotions, landing pages, design and copy support as needed.



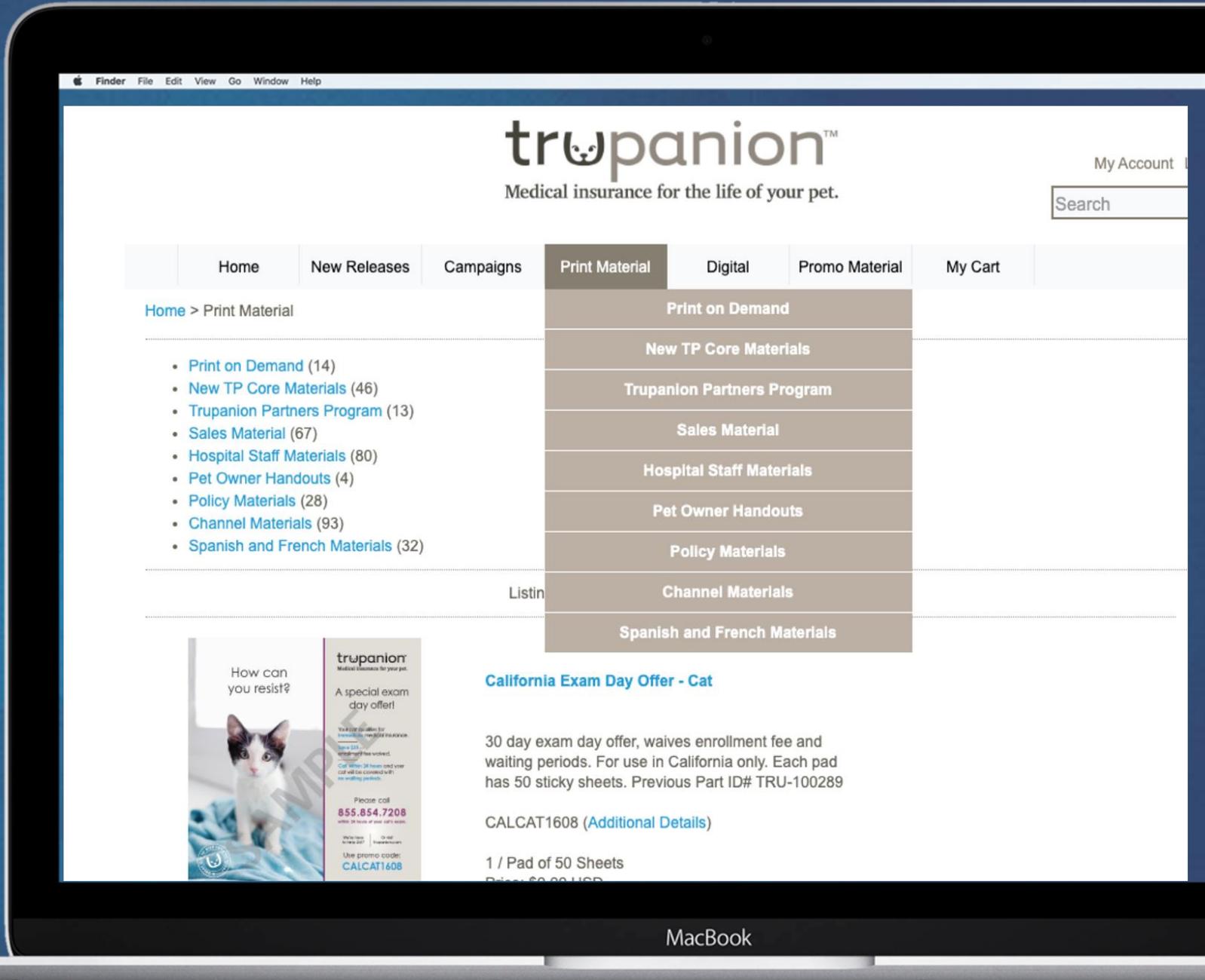
Program Optimization

Print and merchandise materials reside in a secure online portal managed by the DCG ONE account team and accessed by Trupanion's territory partners and associates, Trupanion employees, and Trupanion Program Administrators

All in, there are 100s of users on a weekly basis – this is a highly effective solution for any dealer network with regional sales people needing high-impact field support.

Additional program features are:

- Inventory Management
- Storage and Warehousing
- On-demand Print and Production
- Fulfillment
- Shipping and Tracking
- Reporting

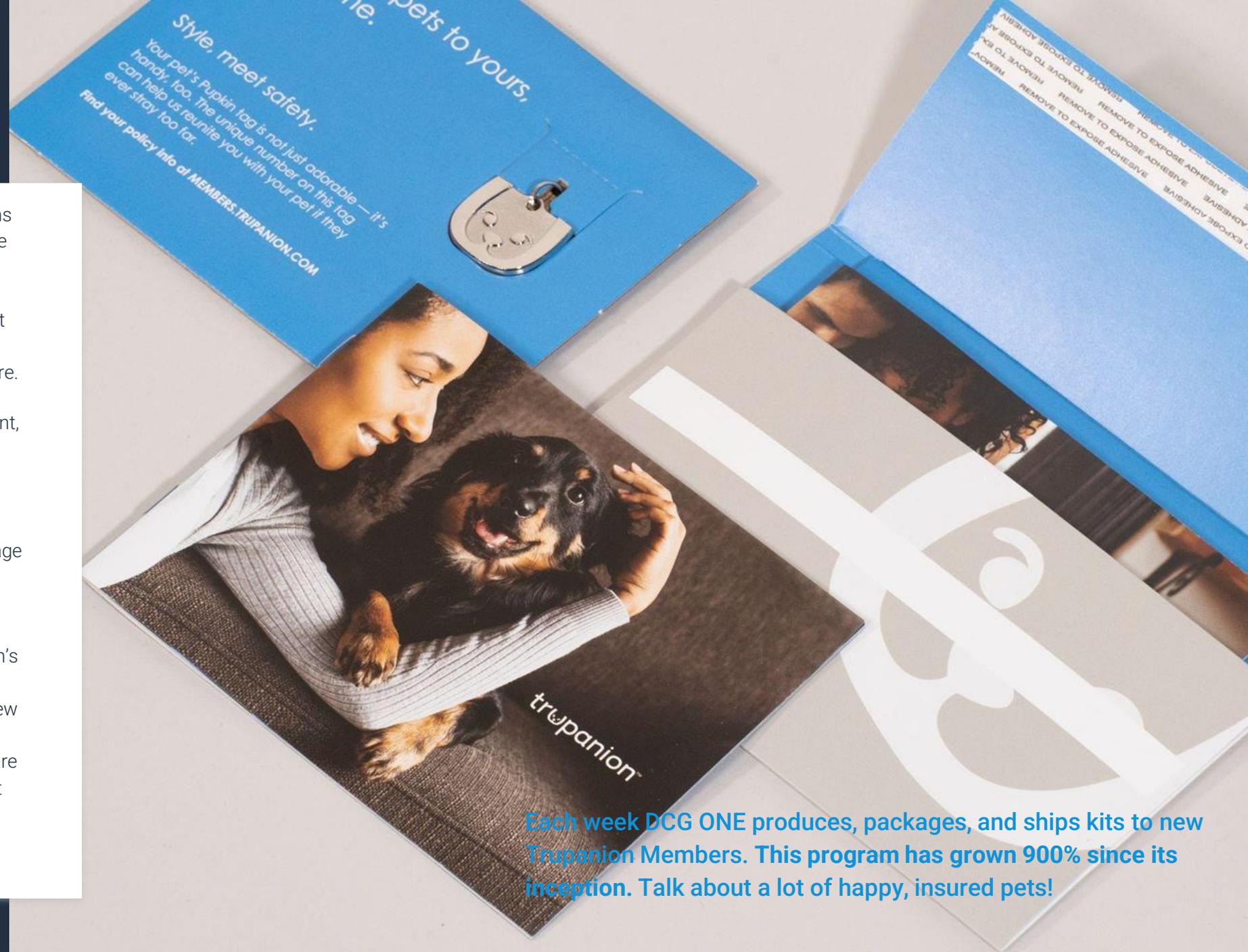


Welcome Kits

One of our favorite and most impactful solutions was drastically improving timing and experience around new member's Welcome Kits. When a new pet is insured or a new member signs up, Trupanion's goal is to send them a Welcome Kit as soon as possible. These include a serialized *Pupkin tag* for their pet and an overview brochure.

The old model was manually intensive, inefficient, expensive to maintain and costly to mail. Most critically, delays meant lost customers.

Our solution was to have our structural engineering team reimagine the entire kit package resulting in a simplified kit that delivers a personalized and impactful welcome to the member. Our technology team developed a custom API solution to integrate with Trupanion's customer system to DCG ONE's fulfillment, mailing system to allow for real-time push of new customer information and a return trip of new customer pet ID information so both systems are in sync to help the Trupanion customer support the customer in real-time.



Each week DCG ONE produces, packages, and ships kits to new Trupanion Members. This program has grown 900% since its inception. Talk about a lot of happy, insured pets!

Results

From ongoing program support, to special campaigns and ad hoc project work, our partnership with Trupanion grows each year leveraging our complete solution offering:

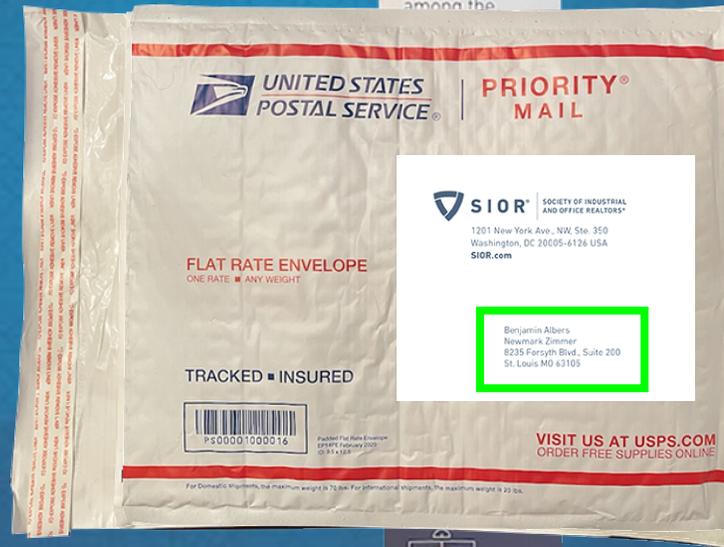
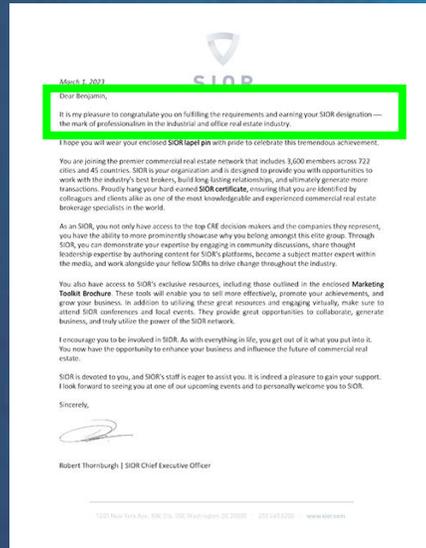
- Digital & Offset Printing
- Wide-format Production
- Packaging
- Strategic Services
- Branded Merchandise
- Creative Agency

...All of this supported by a dedicated account services team that provides reporting and analytics, tracks to established SLAs, and engages in daily communication to ensure everything we do meets and exceeds expectations.



On-Going Mail Mail Programs

- Monthly new member kits with 3-way match
- Static materials kept in inventory
- Batched data provided



Single Campaign Fulfillment Projects

- High End Donor packages
- Product Launches

Single Campaign Projects

- High End Donor packages
- 4-way match

3-way internal match

Dear Friends,

I can't thank you enough for your incredible commitment to saving lives and changing the world through your support of CARE.

Your generosity is truly extraordinary — especially as the world continues to battle the COVID-19 pandemic. You make our work possible, and you make life better for 40 million people across the globe.

To say thank you, I've sent you a CARE logo pin I hope you'll wear with great pride. The pin and the box it comes in are modeled after the original CARE package we sent to Europe 75 years ago to help survivors of World War II.

I've also included a special commemorative book that tells the story of how supporters like you have helped us expand our mission over the years to go far beyond emergency aid. With your continued support, we know we can transform millions more lives, achieve social justice and bring an end to poverty!

Thank you so much for all you do! Please know how very much you mean to everyone at CARE — and to the women and children whose lives you change every day.

A Special Thank You!
YOUR GENEROSITY IS AMAZING!

With deepest gratitude,
Michelle Huns

Friends, you've changed — enjoy the special 75th anniversary book and wear your CARE pin with pride! And please give generously again today for the millions of women and children who still urgently need your lifesaving help!

TRUIST
11480 Commerce Park Dr
Ste 300
Reston, VA 20191-1554

care
75 YEARS

Friends, you've changed — enjoy the special 75th anniversary book and wear your CARE pin with pride! And please give generously again today for the millions of women and children who still urgently need your lifesaving help!

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TRUIST

100091



4-Way Match

IMpb Barcode

Product Launch

- Pick and pack
- Shipout kits UPS Innovations



Postage and Freight Considerations

- Any lumpy or dimensional packages will go out as some type of parcel
- USPS or UPS Innovations are less expensive than UPS or Fedex
 - USPS and UPS Innovations do offer tracking services, but not signature scanned
 - Quantity shipped and weight categories can be pricing differentiators
 - Most parcel services are zone-based pricing (use zone 5 for price estimates)
- Parcels require the IMpb barcode
- Different categories of pricing and service (parcel, parcel select, bound printed matter, lightweight parcels, etc)...check with your supplier.

UPS MI DIFFERENT MAIL CLASSES 1 LB, ZONE 5 PRICE COMPARISONS

Standard Flats: \$5.99

Parcel Select Light Weight: \$5.38

Bound Printed Matter Parcel: \$3.17

Bound Printed Matter Flat: \$2.50

Parcel: \$8.17

Typically 300 mailpieces required, can be
different mailings combined

Mail Class	Cost Center	Weight	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
STD Flats										
		1.0 ozs	\$1.24	\$1.24	\$1.24	\$1.24	\$1.24	\$1.24	\$1.24	\$1.24
		2.0 ozs	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34
		3.0 ozs	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50
		4.0 ozs	\$1.69	\$1.69	\$1.69	\$1.69	\$1.69	\$1.69	\$1.69	\$1.69
		5.0 ozs	\$1.88	\$1.88	\$1.88	\$1.88	\$1.88	\$1.88	\$1.88	\$1.88
		6.0 ozs	\$2.11	\$2.11	\$2.11	\$2.11	\$2.11	\$2.11	\$2.11	\$2.11
		7.0 ozs	\$2.30	\$2.30	\$2.30	\$2.30	\$2.30	\$2.30	\$2.30	\$2.30
		8.0 ozs	\$2.49	\$2.49	\$2.49	\$2.49	\$2.49	\$2.49	\$2.49	\$2.49
		9.0 ozs	\$2.68	\$2.68	\$2.68	\$2.68	\$2.68	\$2.68	\$2.68	\$2.68
		10.0 ozs	\$2.85	\$2.85	\$2.85	\$2.85	\$2.85	\$2.85	\$2.85	\$2.85
		11.0 ozs	\$3.03	\$3.03	\$3.03	\$3.03	\$3.03	\$3.03	\$3.03	\$3.03
		12.0 ozs	\$3.24	\$3.24	\$3.24	\$3.24	\$3.24	\$3.24	\$3.24	\$3.24
		13.0 ozs	\$3.36	\$3.36	\$3.36	\$3.36	\$3.36	\$3.36	\$3.36	\$3.36
		14.0 ozs	\$5.75	\$5.75	\$5.75	\$5.75	\$5.75	\$5.75	\$5.75	\$5.75
		15.0 ozs	\$5.88	\$5.88	\$5.88	\$5.88	\$5.88	\$5.88	\$5.88	\$5.88
		16.0 ozs	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99	\$5.99
PSLW										
		1.0 ozs	\$3.28	\$3.28	\$3.29	\$3.32	\$3.38	\$3.47	\$3.61	\$3.74
		2.0 ozs	\$3.28	\$3.28	\$3.29	\$3.32	\$3.38	\$3.47	\$3.61	\$3.74
		3.0 ozs	\$3.28	\$3.28	\$3.29	\$3.32	\$3.38	\$3.47	\$3.61	\$3.74
		4.0 ozs	\$3.28	\$3.28	\$3.29	\$3.32	\$3.38	\$3.47	\$3.61	\$3.74
		5.0 ozs	\$3.53	\$3.53	\$3.59	\$3.61	\$3.69	\$3.69	\$3.78	\$3.94
		6.0 ozs	\$3.53	\$3.53	\$3.59	\$3.61	\$3.69	\$3.69	\$3.78	\$3.94
		7.0 ozs	\$3.53	\$3.53	\$3.59	\$3.61	\$3.69	\$3.69	\$3.78	\$3.94
		8.0 ozs	\$3.53	\$3.53	\$3.59	\$3.61	\$3.69	\$3.69	\$3.78	\$3.94
		9.0 ozs	\$4.00	\$4.00	\$4.16	\$4.19	\$4.26	\$4.43	\$4.56	\$4.70
		10.0 ozs	\$4.00	\$4.00	\$4.16	\$4.19	\$4.26	\$4.43	\$4.56	\$4.70
		11.0 ozs	\$4.00	\$4.00	\$4.16	\$4.19	\$4.26	\$4.43	\$4.56	\$4.70
		12.0 ozs	\$4.00	\$4.00	\$4.16	\$4.19	\$4.26	\$4.43	\$4.56	\$4.70
		13.0 ozs	\$4.99	\$4.99	\$5.20	\$5.24	\$5.38	\$5.60	\$5.74	\$5.90
		14.0 ozs	\$4.99	\$4.99	\$5.20	\$5.24	\$5.38	\$5.60	\$5.74	\$5.90
		15.0 ozs	\$4.99	\$4.99	\$5.20	\$5.24	\$5.38	\$5.60	\$5.74	\$5.90
		16.0 ozs	\$4.99	\$4.99	\$5.20	\$5.24	\$5.38	\$5.60	\$5.74	\$5.90
BPM Parcels										
		1.0 lbs	\$2.85	\$2.85	\$3.00	\$3.08	\$3.17	\$3.30	\$3.46	\$3.61
		1.5 lbs	\$2.86	\$2.86	\$3.01	\$3.09	\$3.19	\$3.36	\$3.55	\$3.75
		2.0 lbs	\$2.89	\$2.89	\$3.13	\$3.26	\$3.40	\$3.60	\$3.85	\$4.10
		2.5 lbs	\$2.98	\$2.98	\$3.27	\$3.43	\$3.60	\$3.83	\$4.13	\$4.42
		3.0 lbs	\$3.11	\$3.11	\$3.44	\$3.63	\$3.83	\$4.10	\$4.44	\$4.79
		3.5 lbs	\$3.20	\$3.20	\$3.57	\$3.78	\$4.01	\$4.31	\$4.70	\$5.09
		4.0 lbs	\$3.29	\$3.29	\$3.70	\$3.93	\$4.18	\$4.51	\$4.94	\$5.37
		4.5 lbs	\$3.37	\$3.37	\$3.82	\$4.07	\$4.34	\$4.70	\$5.17	\$5.64
		5.0 lbs	\$3.52	\$3.52	\$4.01	\$4.29	\$4.59	\$4.99	\$5.51	\$6.02
		6.0 lbs	\$3.71	\$3.71	\$4.28	\$4.60	\$4.94	\$5.39	\$6.00	\$6.58
		7.0 lbs	\$3.95	\$3.95	\$4.61	\$4.98	\$5.37	\$5.89	\$6.58	\$7.26
		8.0 lbs	\$4.15	\$4.15	\$4.89	\$5.30	\$5.74	\$6.31	\$7.08	\$7.83
		9.0 lbs	\$4.44	\$4.44	\$5.27	\$5.73	\$6.22	\$6.86	\$7.72	\$8.56
		10.0 lbs	\$4.88	\$4.88	\$5.81	\$6.33	\$6.88	\$7.61	\$8.59	\$9.54
		11.0 lbs	\$5.02	\$5.02	\$6.02	\$6.57	\$7.17	\$7.94	\$8.99	\$10.01
		12.0 lbs	\$5.40	\$5.40	\$6.51	\$7.12	\$7.78	\$8.64	\$9.80	\$10.93
		13.0 lbs	\$5.42	\$5.42	\$6.56	\$7.20	\$7.88	\$8.76	\$9.96	\$11.13
		14.0 lbs	\$5.70	\$5.70	\$6.93	\$7.61	\$8.34	\$9.29	\$10.58	\$11.83
		15.0 lbs	\$5.92	\$5.92	\$7.22	\$7.94	\$8.72	\$9.72	\$11.09	\$12.41
BPM Flats										
		1.0 lbs	\$2.30	\$2.30	\$2.34	\$2.40	\$2.50	\$2.61	\$2.67	\$2.90
		1.5 lbs	\$2.31	\$2.31	\$2.35	\$2.41	\$2.51	\$2.62	\$2.68	\$2.91
		2.0 lbs	\$2.39	\$2.39	\$2.45	\$2.53	\$2.65	\$2.81	\$2.89	\$3.15
		2.5 lbs	\$2.54	\$2.54	\$2.58	\$2.68	\$2.83	\$3.03	\$3.13	\$3.49
		3.0 lbs	\$2.62	\$2.62	\$2.71	\$2.83	\$3.01	\$3.25	\$3.37	\$3.76
		3.5 lbs	\$2.77	\$2.77	\$2.84	\$2.98	\$3.19	\$3.47	\$3.61	\$4.11
		4.0 lbs	\$2.83	\$2.83	\$2.95	\$3.11	\$3.35	\$3.67	\$3.83	\$4.36
		4.5 lbs	\$2.97	\$2.97	\$3.07	\$3.25	\$3.52	\$3.88	\$4.06	\$4.70
		5.0 lbs	\$3.09	\$3.09	\$3.24	\$3.44	\$3.74	\$4.14	\$4.34	\$5.01
		6.0 lbs	\$3.29	\$3.29	\$3.47	\$3.71	\$4.07	\$4.55	\$4.79	\$5.59
		7.0 lbs	\$3.51	\$3.51	\$3.72	\$4.00	\$4.43	\$5.00	\$5.28	\$6.21
		8.0 lbs	\$3.71	\$3.71	\$3.95	\$4.27	\$4.76	\$5.41	\$5.73	\$6.79
		9.0 lbs	\$3.91	\$3.91	\$4.18	\$4.55	\$5.10	\$5.83	\$6.20	\$7.40
		10.0 lbs	\$4.17	\$4.17	\$4.47	\$4.88	\$5.50	\$6.32	\$6.73	\$8.06
		11.0 lbs	\$4.40	\$4.40	\$4.74	\$5.19	\$5.87	\$6.77	\$7.22	\$8.69
		12.0 lbs	\$4.60	\$4.60	\$4.97	\$5.46	\$6.20	\$7.18	\$7.67	\$9.27
		13.0 lbs	\$4.80	\$4.80	\$5.20	\$5.73	\$6.53	\$7.59	\$8.12	\$9.85
		14.0 lbs	\$5.00	\$5.00	\$5.43	\$6.00	\$6.86	\$8.01	\$8.58	\$10.44
		15.0 lbs	\$5.22	\$5.22	\$5.69	\$6.31	\$7.24	\$8.47	\$9.09	\$11.09
Parcels										
		1.0 lbs	\$7.44	\$7.44	\$7.77	\$7.98	\$8.17	\$8.30	\$8.43	\$8.65
		2.0 lbs	\$8.11	\$8.11	\$8.31	\$8.60	\$8.75	\$10.38	\$10.89	\$11.49
		3.0 lbs	\$8.33	\$8.33	\$8.73	\$9.09	\$9.95	\$12.53	\$13.84	\$16.06
		4.0 lbs	\$8.47	\$8.47	\$8.98	\$9.61	\$10.78	\$14.59	\$16.46	\$18.51

Any Questions

