

Continuum of Delivery Excellence

Process Flow, Quality Control, Validation, and Auditing



Step 1: Database Development

- Database has been established and refined with over 20 years of testing, learning, and best practices.
- Over 920,000 permissioned businesses representing over 64 million American workers.
- Over 420,000 "Plus" businesses representing over 16 million American workers. Permission Plus businesses are new companies pending permission status where lists and fulfillment capability exist to expand reach and response beyond the WorkPlace Media permission network.
- Obtain permission by connecting with a key contact at each business:
 - Phone calls
 - Awareness campaigns
 - Direct mail
 - Dedicated website
 - Emails
 - Surveys
- Monthly add-ons of new businesses and updates for closed companies.

Step 2: Database Maintenance

- Data cleansing:
 - Address information
 - Contact information
 - Employee size
 - DMA & County codes
 - SIC Alignment
- CASS™ certification (quarterly)
 - Verifies address deliverability.
- Geo-coding:
 - Businesses with address changes are re-geo-coded to ensure accurate targeting
- Undeliverables:
 - WorkPlace Media rate is 5%, approximately half the national average
 - US Postal Service states the WorkPlace Media database is cleaner than its own
 - Each undeliverable package is researched to determine change of address or closure, and is updated in the database
- Customer Service Calls:
 - All on-going communication with key contact includes re-verification of business data



Step 3: List Generation & Targeting

- Strategic targeting based on client needs:
 - Geographic
 - Radius of trade area
 - Polygon of trade area
 - Demographic
 - Urban or Suburban
 - Industries or Categories
 - Specific Businesses and/or Nearby Employers
 - Competitors
 - Filtering or Targeting
 - Competitors
 - Employee Size
 - The Permission Continuum

Step 4: Creative, Print & Production

- Develop and print creative elements with client approval.
- Full printing capabilities for a broad array of product options. Pieces can be uniform for all targeted markets or versioned to fit specific needs, and coded for tracking and measurement purposes.
- Full design and packaging capabilities for distribution of samples and premiums.

Step 5: Fulfillment & Packaging

- All elements are received into inventory.
- On-Demand capabilities including on-line ordering and call center.
- Full packaging capabilities for efficient distribution.
- Upon final evaluation, packages enter the fulfillment process that includes labeling, filling, quality control, and palletizing. Quality control checks exist at each step to ensure accuracy.
- Final quality assurance on all programs to verify process has been completed successfully.

Step 6: Shipping

- All packages are evaluated through operations software for ideal distribution method based on weight, size, and timing of materials.
- Packages are delivered to mail distribution center and entered into mail stream based on distribution timeline.



UPS Mail Innovations

Step 8: Shipment Verification

- USPS shipments are validated by on staff USPS employee at Mail Innovations.
- FedEx and UPS provide manifests for each shipping project.
- Proof of shipment documents are provided to client.

Step 7: Auditing

- MRI audit relationship consists of monthly random audits.
- Audit process enhanced in 2008 with quarterly audits along with unannounced on-site audits conducted by MRI representatives.
- WorkPlace Media has achieved 100% compliance in every audit.



Step 9: Distribution at Workplace

- Key contact receives solo advertising package containing:
 - Cover letter containing description of package contents and reminder of best practices for effective distribution
 - Client offers and samples
 - Additional materials (lunchroom poster, etc.) as dictated by program specifications
 - Survey to gather real-time data from the employer regarding offer distribution and program feedback.
 - B-to-B messaging and lead generation opportunities for WorkPlace Media client
- Distribution methods based on previous programs and survey feedback:
 - 57% delivered personally
 - 35% delivered with paychecks
 - 8% delivered by other means (such as in-boxes, written, & common-area distribution)
- Post program surveys provide consumer feedback and insight on brand awareness, usage and purchase intent.

Step 10: Results

- Remarkable ROI for business categories and promotions relevant to the at-work consumer.
- Repeatable high redemption rates.
- On-going measurement and analysis of program results for process improvement and expertise.
- Uncluttered reach of population that is three times more likely to use offers received at work versus at home.
- Cultivation of brand affinity by providing a reward for employers to distribute to their workforce.
- Timely reach of consumers prior to purchase decisions, on their way to or from work, or on a lunch break.
- On average, 99% of key contacts say they want more WorkPlace Media ads.
- Network compliance audits confirm participation and database is updated accordingly.