

## Directions to Place a Direct Mail Order in Your Edge Software

### 1. Opening up the postcard "Order Now" section in your EDGE Software:

- 1 Click on the "Customer" tab located at top navigation bar,
- 2 Then click "+ Postcards" or "+ Print Marketing" tab located on the left side,
- 3 And finally, click the "Order Now" tab underneath the "Postcards" tab

These numbers correspond to the numbers below.

The screenshot displays the THE EDGE software interface. At the top, the navigation bar includes tabs for POS, Customer (highlighted with a red box and a red circle '1'), Inventory, Services, Reports, Associate, and News. On the left side, a vertical menu contains various options: Find, Add, Postcards (highlighted with a red box and a red circle '2'), Order Now (highlighted with a red box and a red circle '3'), Schedule, History, My Account, Snap Retail, Labels, Export, Email, Statements, Gift Certs, Rewards, Clienteling, Wish Lists, Email Layaway Inactivity, Wizards, and Sales. The main window shows the 'Send Postcards To Customers' dialog box. This dialog box has a title bar 'Send Postcards To Customers' and contains several sections: 'Postcard Options' with 'Filter by Group' and 'Postcard Design' dropdown menus; 'Postage Class' dropdown menu; 'Customer Criteria' dropdown menu; 'Edit Results' section with a checked checkbox 'Edit Results Before Generating Output'; and buttons for 'Presets...', 'Supervisor', 'OK', and 'Cancel'. A yellow vertical bar on the right side of the dialog box contains the text '10.11.10'.

## 2. Selecting the Postcard Group

- 1 Under Postcard Options, click the “Filter by Group” drop down arrow on far-right side
- 2 Check the “Postcard Group” box you would like to choose a direct mailer from (i.e. example below shows “Birthday Women’s Jumbo Postcards (5.5 x 11)”), 3 then hit OK in bottom right

Note: We recommend you check all the Groups for each gender’s birthday (i.e. Birthday Women’s Enveloped Folded Cards, Birthday Women’s Jumbo Postcards, and Birthday Women’s Postcards) so you can easily view all the direct mailers at once.

Send Postcards To Customers

Postcard Options

Filter by Group 1

Postcard Design

Postcard Group

- All
- Anniversary Enveloped Folded Cards (8.5 x 5.5 Folded to 4.25 x 5.5)
- Anniversary Jumbo Postcards (5.5 x 11)
- Anniversary Postcards (5.5 x 8.5)
- Antwerp Buying Trip Jumbo Postcards (5.5 x 11)
- Antwerp Buying Trip Postcards (5.5 x 8.5)
- Appraisal Services Jumbo Postcards (5.5 x 11)
- Appraisal Services Postcards (5.5 x 8.5)
- Birthday Men’s Enveloped Folded Cards (8.5 x 5.5 Folded to 4.25 x 5.5)
- Birthday Men’s Jumbo Postcards (5.5 x 11)
- Birthday Men’s Postcards (5.5 x 8.5)
- Birthday Women’s Enveloped Folded Cards (8.5 x 5.5 Folded to 4.25 x 5.5)
- Birthday Women’s Jumbo Postcards (5.5 x 11) 2
- Birthday Women’s Postcards (5.5 x 8.5)
- Black Friday and Small Business Saturday Jumbo Postcards (5.5 x 11)
- Black Friday Postcards (5.5 x 8.5)
- Brand Building Postcards (5.5 x 8.5)

Postage Class

Customer Criteria

Edit Results

Edit Results Before Generating Output

Pick All Pick None 3 OK Cancel

Presets... Supervisor OK Cancel

### 3. Selecting Postcard Design

- 1 Click the far-right drop-down arrow to view all the Postcard Designs under the “Birthday Women’s Jumbo Postcards (5.5 x 11)” group. If you selected more than one group, those direct mailers will also appear.
- 2 Highlight the postcard design that you would like to mail out, then click the OK button in the lower right corner
- 3 Notice that two small thumbnail images will appear at the bottom for the postcard design selected. You can click on these thumbnail images to see larger images of the front and back sides of your selected postcard

Send Postcards To Customers

Postcard Options

Filter by Group

Postcard Design

ID	Name	PFC
BX1	Birthday Women's Jumbo Postcards (5.5 x 11) - Make a Wish - Name Spelled with Pieces of Chocolate Cake	1.09
BX2	Birthday Women's Jumbo Postcards (5.5 x 11) - Shine Bright - Name Spelled with String of Diamonds	1.09
BX3	Birthday Women's Jumbo Postcards (5.5 x 11) - Your Year to Sparkle - Name Spelled with Gold Glitter Letters	1.09
BX4	Birthday Women's Jumbo Postcards (5.5 x 11) - Dream Big - Name Spelled with Cupcake Candles	1.09
BX5	Birthday Women's Jumbo Postcards (5.5 x 11) - To Him, Regarding Her - Name Spelled with Birthday Balloons	1.09
BX6	Birthday Women's Jumbo Postcards (5.5 x 11) - Elegance Never Fades - Name Spelled with Sparkling Diamonds	1.09
BX8	Birthday Women's Jumbo Postcards (5.5 x 11) - Dream Big - Name Spelled with Diamond Letters	1.09
BX9	Birthday Women's Jumbo Postcards (5.5 x 11) - Time to Celebrate - Name Spelled with Diamonds	1.09
BX10	Birthday Women's Jumbo Postcards (5.5 x 11) - Smile & Shine Bright - Name Spelled with Diamond Letters	1.09
BX11	Birthday Women's Jumbo Postcards (5.5 x 11) - Birthdate Rocks - Birthdate Printed Above Large Diamond	1.09
BX12	Birthday Women's Jumbo Postcards (5.5 x 11) - Sparkle Dust - Name Spelled with Gold Letters	1.09
BX13	Birthday Women's Jumbo Postcards (5.5 x 11) - Birthday Cake with Sparkler - Name Spelled with Scripted Font	1.09
BX15	Birthday Women's Jumbo Postcards (5.5 x 11) - Sparkling Cupcakes	1.09
BX16	Birthday Women's Jumbo Postcards (5.5 x 11) - Better With Age - Names Spelled with Sparkling Letters	1.09
BX17	Birthday Women's Jumbo Postcards (5.5 x 11) - Birthstones For All Months	1.09
BX18	Birthday Women's Jumbo Postcards (5.5 x 11) - To Him, Regarding Her - Female Name Spelled with Icing on Cake	1.09
BX19	Birthday Women's Jumbo Postcards (5.5 x 11) - Colored Gemstones - Birthdate Numbers on Cake	1.09
BX20	Birthday Women's Jumbo Postcards (5.5 x 11) - Make a Little Wish - Name Spelled with Stars	1.09
BX21	Birthday Women's Jumbo Postcards (5.5 x 11) - You Should Get It!	1.09
BX22	Birthday Women's Jumbo Postcards (5.5 x 11) - You Are Like a Diamond	1.09
BX23	Birthday Women's Jumbo Postcards (5.5 x 11) - Resilient, Strong and Beautiful	1.09

Postage Class

Customer Criteria

Edit Results

Edit Results Before Generating Output

Presets... Supervisor

Click on the thumbnails to see larger image.

OK Cancel

#### 4. Entering an Offer and Disclaimer for your postcard and selecting the Postage Class

- 1 Enter an “Offer” that will drive your customers to your store (180-character limit. When you can’t type anymore, you’ve run out of space)
- 2 Enter a “Disclaimer” (150-character limit. When you can’t type anymore, you’ve run out of space)
- 3 Click right side drop down menu arrow to select
- 4 Postage Class (the example below selected PFC)
- 5 Click the right-side drop-down arrow to select your “Customer Criteria”

Send Postcards To Customers

Postcard Options

Filter by Group

Postcard Design

1 \* Offer

2 Disclaimer

Postage Class

4

Customer Criteria

5

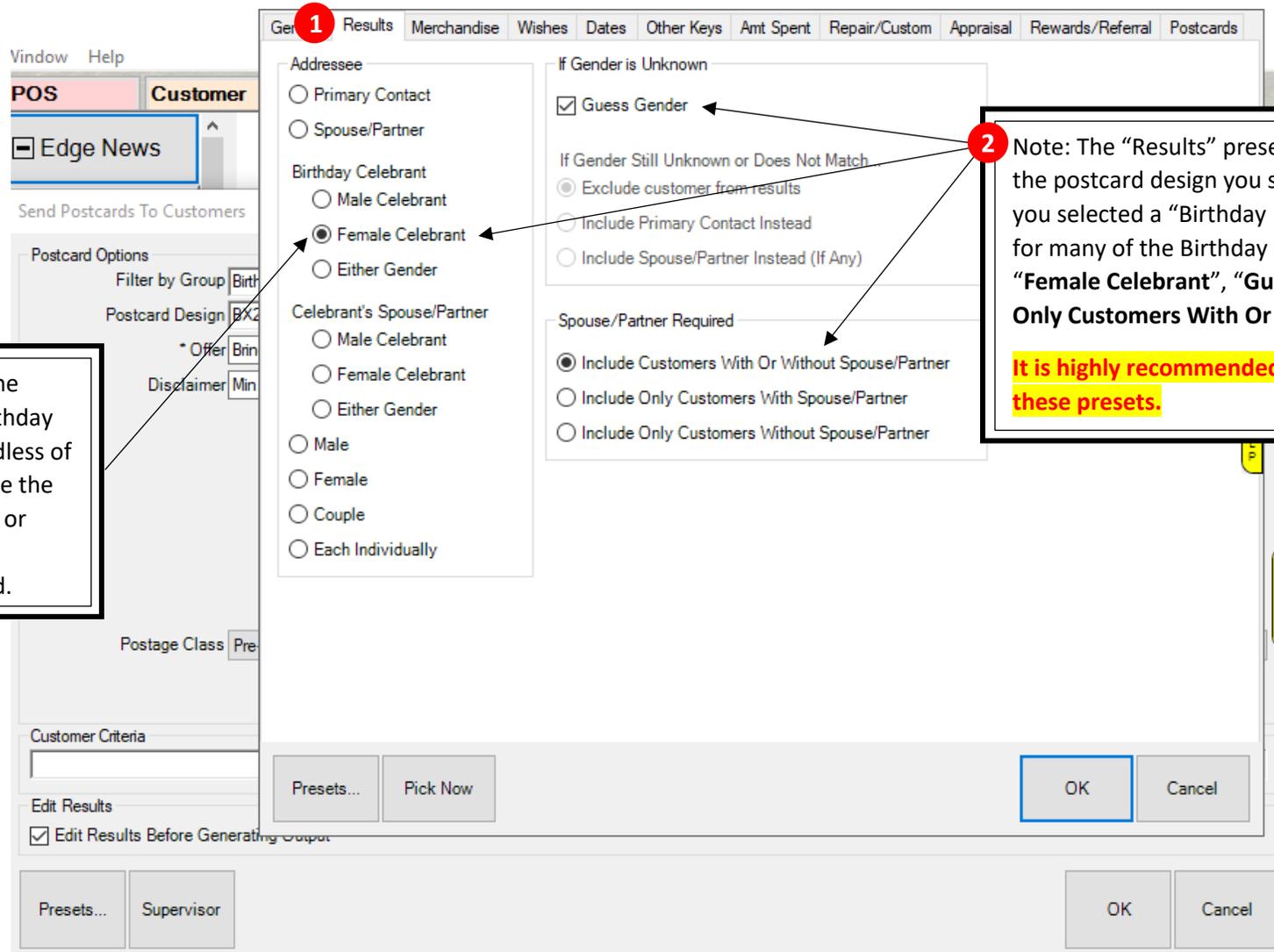
Edit Results

Edit Results Before Generating Output

Presets... Supervisor OK Cancel

5. Selecting the Customer Criteria that will determine who to mail your postcards to.

- 1 Click the “Results” tab at the top to confirm your presets are properly set to your targeted audience. Please note: Our program will automatically select the proper customer criteria for each postcard selected. So, if you select a Female Birthday Postcard, our system will automatically select Female Birthday Celebrants



Note: Returns the name of the birthday celebrant regardless of whether they are the primary contact or spouse on the customer record.

2 Note: The “Results” presets will be determined by the postcard design you selected. For example, if you selected a “Birthday Female” then your presets for many of the Birthday Female designs will show “Female Celebrant”, “Guess Gender” and “Include Only Customers With Or Without Spouse/Partner”

**It is highly recommended that you do not change these presets.**

## 6. Selecting the date range of your customers' Birthdays or Anniversaries that will be sent a direct mailer

- 1 Click the "Dates" tab at the top
- 2 Check the "Birthday" box underneath the "Occasion" drop down menu (See note below for Anniversary)
- 3 Click on the "Occasion" drop down arrow

Window Help

POS Customer

Edge News

Send Postcards To Customers

Postcard Options

Filter by Group Birth

Postcard Design BX2

\* Offer Brin

Disclaimer Min

Postage Class Pre

Customer Criteria

Edit Results

Edit Results Before Generating Output

Presets... Supervisor

General Results Merchandise Wi **1** Dates Other Keys Amt Spent Repair/Custom Appraisal Rewards/Referral Postcards

Occasion All Dates **3**

**2**  Birthday

Spouse/Partner Birthday

Anniversary

Other Birthday

Other Spouse/Partner Birthday

Other Anniversary

Other Occasion

Ignore Year In Date

Date Entered All Dates

Date Modified All Dates

Pop-Up Starts All Dates

Pop-Up Ends All Dates

Pop-Up Completed All Dates

Note: If you selected an "Anniversary" postcard design, you will need to check the "Anniversary" box here.

Note: Make sure "Ignore Year In Date" box remains checked.

Presets... Pick Now OK Cancel

OK Cancel

## 7. Selecting the range of your customers' Birthdays or Anniversaries that will be sent a direct mailer (Continued)

- 1 Click the "Next Month" button to send postcards to birthdays that are the following month
- 2 Click the "OK" button

The screenshot shows a software window with a 'Dates' tab selected. The 'Occasion' dropdown is set to 'Next Month (08/18)'. Below this, there are 'Min' and 'Max' date fields with values '8/1/2018' and '8/31/2018' respectively. A grid of buttons offers various time-based filters. The 'Next Month' button is highlighted in green and has a red '1' next to it. The 'OK' button is highlighted with a red '2'. A yellow callout box on the right contains the following text:

Note: We accept direct mail orders every week of the year (Mon – Sun) and mail the next Friday. It takes about 3-5 days to arrive to your customers' mailboxes once mailed on Friday. Make sure you place your orders with this in mind so that your direct mailers arrive just prior to the first birthday.

## 8. Selecting additional customer criteria like “Amt Spent” to further segment your customers

- 1 Enter a minimum “\$ Amount”
- 2 Enter the same date range as you selected previously for the birthday range

The screenshot displays the 'Amt Spent' filter configuration in a software application. The main window has tabs for 'General', 'Results', 'Merchandise', 'Wishes', 'Dates', 'Other Keys', 'Amt Spent', 'Repair/Custom', 'Appraisal', 'Rewards/Referral', and 'Postcards'. The 'Amt Spent' tab is active, showing a dialog box titled 'Has Spent This Much...'. This dialog has two main sections: a '\$ Amount' section and a 'Date Range' section. The '\$ Amount' section has a text input field containing '\$50.00' and a checked checkbox labeled 'Exclude House Account'. The 'Date Range' section has a dropdown menu showing 'Next Month (08/18)'. Below this, a sub-dialog box is open, showing a date picker with 'Min' set to '8/1/2018' and 'Max' set to '8/31/2018'. The date picker has a grid of buttons for various time periods: Today, Yesterday, All, Tomorrow, Rolling Days..., This Week, Last Week, 7 Days, Next 7 Days, Next Week, Rolling Weeks..., This Month, Last Month, 30 Days, Next 30 Days, Next Month (highlighted in green), Rolling Months..., This Quarter, Last Quarter, 90 Days, Next 90 Days, Next Quarter, Rolling Quarters..., This Year, Last Year, 365 days, Next 365 Days, Next Year, Rolling Years... At the bottom of the sub-dialog are buttons for 'A Date Was Entered' and 'No Date Was Entered'. Two callout boxes with yellow backgrounds and black borders provide additional information: the top one says 'Note: Returns customers who have spent the specified amount in any tender form.' and the bottom one says 'Note: Includes customers who have spent this amount in the specified date range.' The background shows parts of the application interface, including 'Customer Criteria' and 'Postcard Options' sections.

## 9. Selecting Couple or Individual

- 1 Select "Couple" to return records in which the purchases of both the customer and spouse/partner are included toward the specified amount.
- 2 Select "Individual" to return records in which only the purchases of the individual customer are included toward the specified amount. Click 3 OK to close.

EDGE POS

General Results Merchandise Wishes Dates Other Keys Amt Spent Repair/Custom Appraisal Rewards/Referral Postcards

Has Spent This Much...

\$ Amount   Exclude House Account

Date Range

Couple  Individual

Has NOT Spent This Much...

\$ Amount   Exclude House Account

Date Range

Couple  Individual

Presets... Pick Now

3 OK Cancel

Customer Criteria

Primary Address Only, Preferred Phone Only, Preferred Email Only;\$50.00;Next Month (08/18)

Edit Results

Edit Results Before Generating Output

Presets... Supervisor

OK Cancel

## 10. Finalizing placing your order

- 1 Make sure the box is checked for “Edit Results Before Generating Output”
- 2 Click on the OK button to continue

Send Postcards To Customers

Postcard Options

Filter by Group

Postcard Design

\* Offer

Disclaimer

Postage Class

Estimated delivery 8/8/2018, \$1.09 each.

Customer Criteria

Edit Results

Edit Results Before Generating Output

Presets... Supervisor

**2**

## 11. Verifying your store information

- 1 Carefully review your store registration information since this information will be pulled into your direct mailers
- 2 Click on the “OK, it’s accurate.” Button to continue.

The screenshot shows a software interface with a top navigation bar containing 'POS', 'Customer', 'Inventory', 'Services', 'Reports', 'Associate', and 'News'. Below this is a sidebar with 'Edge News' and a main area titled 'Send Postcards To Customers'. The main area displays 'Postcard Options' with fields for 'Filter by Group', 'Postcard Design', '\* Offer', and 'Disclaimer'. Below this is 'Postage Class' and 'Customer Criteria'. A 'Postcard Account Details' dialog box is overlaid on the right, containing two sections: 'This information will be printed on postcards' and 'This information is used to contact you for billing purposes'. The first section includes fields for Store Name, Slogan, Street Address, Street Line 2, City, State ZIP, StorePhone, Website, and Location Message. The second section includes fields for Name, Phone, and Email. A dropdown menu for 'Ask me again' is set to 'Every Time'. At the bottom of the dialog, there are buttons for 'Edit...', 'OK, it's accurate.' (highlighted with a blue box and a red '2'), and 'Cancel'. The main interface also has 'Presets...' and 'Supervisor' buttons at the bottom left.

## 12. Selecting your customers that will receive a direct mailer

- 1 A list will generate that fits the criteria set. The total number of pieces that fits your criteria appears at top.
- 2 By default, this list comes up with none of the customers “checked”. Click the “Check All” button to send a direct mailer to all the customers on your list. “De-select” those customers on your list that you don’t want to send a direct mailer to.
- 3 Click the “OK” button to continue.

Send Postcards To Customers

Postcard Options

Filter by Group: Birthday Women's Jumbo Postcards (5.5 x 11)

Postcard Design: BX2: Birthday Women's Jumbo Postcards (5.5 x 11) - Shine Bright - Name Spelled with String of Diamonds

\* Offer: Bring in this card for \$100 OFF your birthday purchase!

Disclaimer: Min. \$500 purchase. Valid 30 days from birthday. See store for details.

Postage Class: Pre-Sort First Class (PFC)

Customer Criteria: Primary Address Only, Preferred Phone Only, Preferred Email Only; customer birthday: 8/1

Edit Results:  Edit Results Before Generating Output

Presets... Supervisor

Preview: Send Postcards To Customers - 1677 eligible customer(s).

Please 'check' the lines that you want to include.

ID	Last Name	First Name	Addressee	Street 1	Street 2	City
<input checked="" type="checkbox"/> 001-00062	Oak	Betty	Mrs. Betty Oak	38 Felts Mills St		Fargo
<input checked="" type="checkbox"/> 001-00118	Koleen	Pam	Ms. Pam Koleen	16 New Madison St		Arvada
<input checked="" type="checkbox"/> 001-00175	Mayport	Kim	Ms. Kim Mayport	609 Carolina Beach Rd		Fargo
<input checked="" type="checkbox"/> 001-00196	Mccauley	Jan	Jan Mccauley	662 Dublin Dr		Fargo
<input checked="" type="checkbox"/> 001-00233	Iliff	Julie	Julie Iliff	415 Minneola St		Casselton
<input checked="" type="checkbox"/> 001-00282	Egeland	Rita	Ms. Rita Egeland	819 Moyie Springs Rd		Fargo
<input checked="" type="checkbox"/> 001-00410	Coldspring	Blanche	Ms. Blanche Coldspring	248 Pettigrew Ave		Fargo
<input checked="" type="checkbox"/> 001-00507	Windthorst	Dolly	Ms. Dolly Windthorst	11 Wolverine St		Fargo
<input checked="" type="checkbox"/> 001-00521	Tecumseh	Vicki	Ms. Vicki Tecumseh	10 Poland St		Bismarck
<input checked="" type="checkbox"/> 001-00569	Bonham	Sandy	Ms. Sandy Bonham	915 Upsala Rd		Fargo
<input checked="" type="checkbox"/> 001-00573	Bryn	Carla	Ms. Carla Bryn	56 Roland Ave		Fargo
<input checked="" type="checkbox"/> 001-00611	Simsboro	Julie	Ms. Julie Simsboro	202 Renovo St		Fargo
<input checked="" type="checkbox"/> 001-00805	Bartlett	Patty	Ms. Patty Bartlett	406 Sigoumey Dr		Fargo
<input checked="" type="checkbox"/> 001-00827	Pentwater	Karla	Ms. Karla Pentwater	715 Phenix St		Wahpeton
<input checked="" type="checkbox"/> 001-00921	Conasauga	Judy	Mrs. Judy Conasauga	110 Granger St		Moorhead
<input checked="" type="checkbox"/> 001-00967	Goldens	Julie	Ms. Julie Goldens	654 Coalton Rd		Fargo
<input checked="" type="checkbox"/> 001-01028	Sartell	Lu Ann	Ms. Lu Ann Sartell	237 Homer Rd		Fargo
<input checked="" type="checkbox"/> 001-01056	Jericho	Kathy	Ms. Kathy Jericho	60 Short Creek Dr		Lehr
<input checked="" type="checkbox"/> 001-01124	Wilsondale	Nancy	Mrs. Nancy Wilsondale	189 Centuria St		Fargo
<input checked="" type="checkbox"/> 001-01147	Cragford	Lori	Ms. Lori Cragford	111 Lyndeborough St		Fargo
<input checked="" type="checkbox"/> 001-01271	Retsil	Jolene	Ms. Jolene Retsil	935 Roseboom Dr		Moorhead
<input checked="" type="checkbox"/> 001-01350	Evington	Linda	Linda Evington	185 South Milwaukee Dr		Fargo

Presets... Details...

Note: Notice that, for your convenience, those lines that represent a gender guess have been tinted green. If you request a specific gender, but also select the option whereby the primary or secondary account holder will be used if the gender does not match, then the lines on this list that represent gender mismatches will be tinted yellow.

### 13. Finalizing your direct mail order and sending it directly to our print shop for processing, printing, and mailing.

- 1 The final number of direct mailers and the total cost of your order will display here.
- 2 Enter your Edge Software ID and Password here and hit the OK button 3 to finalize your order. Please note that after you type in your ID and Password and click OK, your credit card on file with us will be charged and your order cannot be canceled.

Window Help

POS Customer Inventory Services Reports Associate News

Edge News

Send Postcards To Customers

Postcard Options

Filter by Group Birthday Women's Jumbo Postcards (5.5 x 11)

Postcard Design BX2: Birthday Women's Jumbo Postcards (5.5 x 11) - Shine Bright - Name Spelled with String of Diamonds

\* Offer Bring in this card for \$100 OFF your birthday purchase!

Disclaimer Min. \$500 purchase. Valid 30 days from birthday. See store for details.

Postage Class Pre-Sort First Class (PFC)

Estimated deli

Customer Criteria

Primary Address Only, Preferred Phone Only, Preferred Email Only;customer birthday:8/1/2018 to 8/31/2018

Edit Results

Edit Results Before Generating Output

Presets... Supervisor

Need Override

1 You are ordering 1677 BX2 postcards for a total of \$1,827.93

After you type in your ID and Password and click OK, your credit card will be charged and the order cannot be canceled.

You need permission to 'Send a job to the Internet Print House (extra cost)'.

2 Associate #

Password

Notes *These notes are for your reference only. They do NOT get transmitted to the postcard service.*

3 OK Cancel

OK Cancel

## 14. Uploading and electronically sending your customer order to our print shop.

- 1 Our system will electronically upload your customer data and send it to our print shop. Please note that this process may take several minutes depending on the size of your order.

The screenshot shows a software application window titled "Send Postcards To Customers". The interface includes a menu bar with "Window" and "Help", and a ribbon with tabs for "POS", "Customer", "Inventory", "Services", "Reports", "Associate", and "News". A sub-menu "Edge News" is open. The main area is titled "Send Postcards To Customers" and contains several sections:

- Postcard Options:** Includes dropdowns for "Filter by Group" (Birthday Women's Jumbo Postcards (5.5 x 11)), "Postcard Design" (BX2: Birthday Women's Jumbo Postcards (5.5 x 11) - Shine Bright - Name Spelled with String of Diamonds), and "Postage Class" (Pre-Sort First Class (PFC)). It also has text boxes for "\* Offer" (Bring in this card for \$100 OFF your birthday purchase!) and "Disclaimer" (Min. \$500 purchase. Valid 30 days from birthday. See store for details.).
- Customer Criteria:** A text box containing "Primary Address Only, Preferred Phone Only, Preferred Email Only;customer birthday:8/1/2018 to 8/".
- Edit Results:** A checkbox labeled "Edit Results Before Generating Output" which is checked.

At the bottom, there are buttons for "Presets...", "Supervisor", "OK", and "Cancel". A large green bar is visible at the bottom of the main window.

Overlaid on the bottom right is a dialog box titled "Uploading C:\Users\Tom Meyers\AppData\Local\Temp\AcquireMarketing-1677-BX2-PFC--180726-160756-01-01-797...". The dialog box contains a red circle with the number "1" and the text "Uploading File". Below this is a green progress bar that is approximately 80% full.

## 15. Completing Your Order

- 1 Once your order has been successfully sent to our print shop, a pop up will appear that will say “Thank you. Your order has been uploaded.” Click the OK button.

The screenshot shows a software interface for sending postcards. The main window is titled "Send Postcards To Customers" and contains several sections:

- Postcard Options:**
  - Filter by Group: Birthday Women's Jumbo Postcards (5.5 x 11)
  - Postcard Design: BX2: Birthday Women's Jumbo Postcards (5.5 x 11) - Shine Bright - Name Spelled with String of Diamonds
  - \* Offer: Bring in this card for \$100 OFF your birthday purchase!
  - Disclaimer: Min. \$500 purchase. Valid 30 days from birthday. See store for details.
- Postage Class:** Pre-Sort First Class (PFC)
- Customer Criteria:** Primary Address Only, Preferred Phone Only, Preferred Email Only; customer birthday: 8/1/2018 to 8/31/2018
- Edit Results:**  Edit Results Before Generating Output

At the bottom of the window, there are buttons for "Presets..." and "Supervisor".

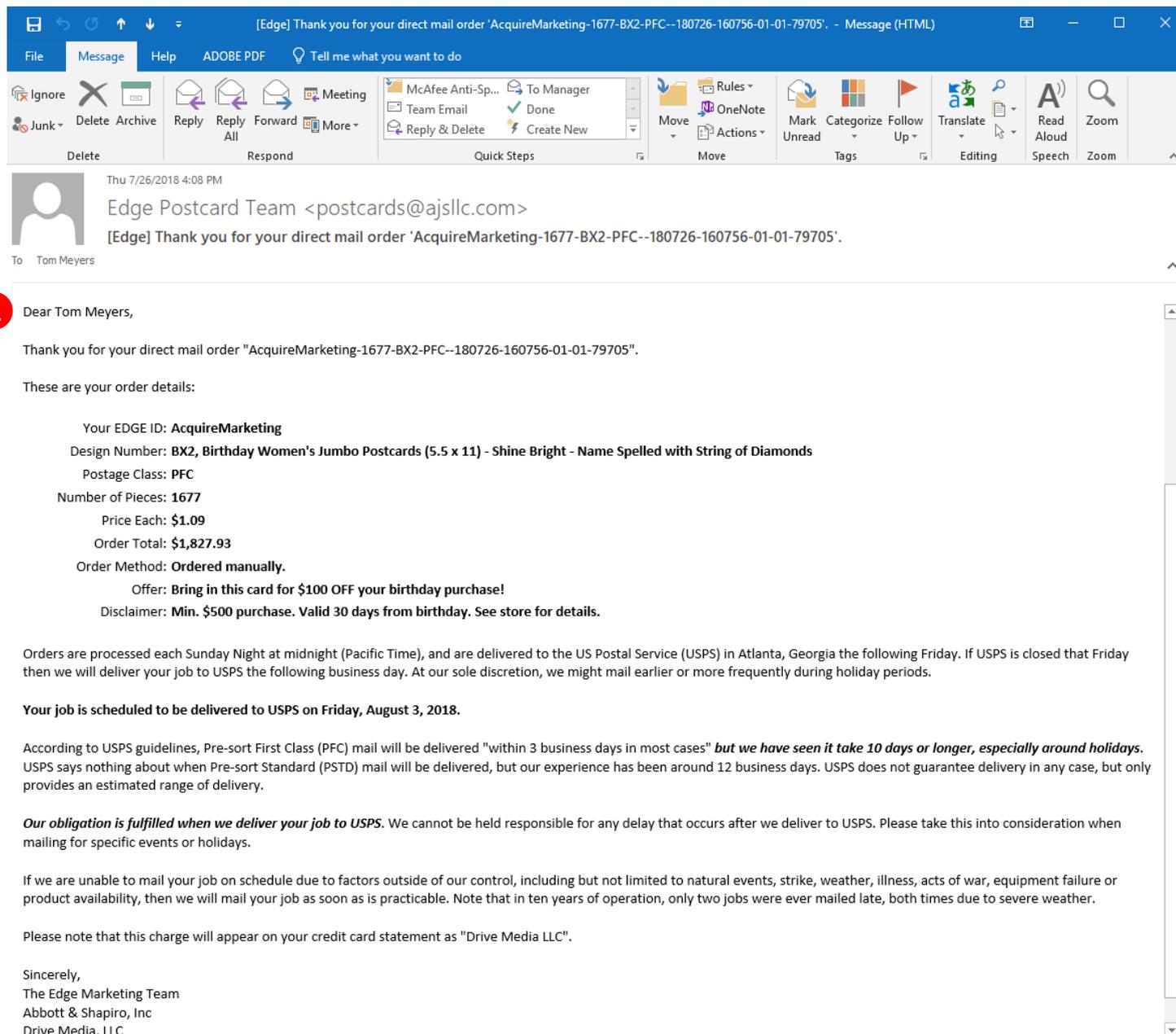
A confirmation pop-up dialog titled "Edge" is displayed in the foreground. It contains the following text:

Thank you. Your order  
#AcquireMarketing-1677-BX2-PFC--180726-160756-01-01-79705 has  
been uploaded.

The dialog has an "OK" button and a red circle with the number "1" next to it, indicating the step to click the OK button.

## 16. Verifying that the order you placed through your Edge Software was successfully sent

- 1 Upon the successful placement of your direct mail order via your Edge Software, you will receive an automatic Order Confirmation kick-back email that will be sent to the email you entered in the MY ACCOUNT information



The screenshot shows an email client interface with a blue header bar. The title bar reads "[Edge] Thank you for your direct mail order 'AcquireMarketing-1677-BX2-PFC--180726-160756-01-01-79705' - Message (HTML)". The ribbon includes "File", "Message", "Help", "ADOBE PDF", and "Tell me what you want to do". The ribbon buttons are organized into groups: "Delete" (Ignore, Delete, Archive), "Respond" (Reply, Reply All, Forward, More), "Quick Steps" (McAfee Anti-Sp..., Team Email, Reply & Delete), "Move" (Move, OneNote, Actions), "Tags" (Mark Unread, Categorize, Follow Up), "Editing" (Translate), and "Speech" (Read Aloud, Zoom). The email content starts with a timestamp "Thu 7/26/2018 4:08 PM" and a sender "Edge Postcard Team <postcards@ajsllc.com>". The subject is "[Edge] Thank you for your direct mail order 'AcquireMarketing-1677-BX2-PFC--180726-160756-01-01-79705'". The recipient is "Tom Meyers".

1 Dear Tom Meyers,

Thank you for your direct mail order "AcquireMarketing-1677-BX2-PFC--180726-160756-01-01-79705".

These are your order details:

Your EDGE ID: **AcquireMarketing**  
Design Number: **BX2, Birthday Women's Jumbo Postcards (5.5 x 11) - Shine Bright - Name Spelled with String of Diamonds**  
Postage Class: **PFC**  
Number of Pieces: **1677**  
Price Each: **\$1.09**  
Order Total: **\$1,827.93**  
Order Method: **Ordered manually.**

Offer: **Bring in this card for \$100 OFF your birthday purchase!**  
Disclaimer: **Min. \$500 purchase. Valid 30 days from birthday. See store for details.**

Orders are processed each Sunday Night at midnight (Pacific Time), and are delivered to the US Postal Service (USPS) in Atlanta, Georgia the following Friday. If USPS is closed that Friday then we will deliver your job to USPS the following business day. At our sole discretion, we might mail earlier or more frequently during holiday periods.

**Your job is scheduled to be delivered to USPS on Friday, August 3, 2018.**

According to USPS guidelines, Pre-sort First Class (PFC) mail will be delivered "within 3 business days in most cases" **but we have seen it take 10 days or longer, especially around holidays.** USPS says nothing about when Pre-sort Standard (PSTD) mail will be delivered, but our experience has been around 12 business days. USPS does not guarantee delivery in any case, but only provides an estimated range of delivery.

**Our obligation is fulfilled when we deliver your job to USPS.** We cannot be held responsible for any delay that occurs after we deliver to USPS. Please take this into consideration when mailing for specific events or holidays.

If we are unable to mail your job on schedule due to factors outside of our control, including but not limited to natural events, strike, weather, illness, acts of war, equipment failure or product availability, then we will mail your job as soon as is practicable. Note that in ten years of operation, only two jobs were ever mailed late, both times due to severe weather.

Please note that this charge will appear on your credit card statement as "Drive Media LLC".

Sincerely,  
The Edge Marketing Team  
Abbott & Shapiro, Inc  
Drive Media, LLC

## 17. Retrieving the list of customers that were sent a direct mailer

- 1 Click “Customer” > “Print Marketing” > then “History” tab to view all the direct mail orders placed through your Edge Software. Highlight and double click on the order that you want to open to view the list of customers that were sent a direct mailer.

The Edge® - [News Feeds]  
 File Administrative Window Help

THE EDGE® POS Customer Inventory Services Reports Associate News

Edge News

Find  
Add  
Postcards  
Order Now  
Schedule  
1 History  
My Account  
Snap Retail  
Labels  
Export  
Email  
Statements  
Gift Certs  
Rewards  
Clienteling  
Wish Lists  
Email Layaway Inactivity  
Wizards  
Sales

Postcard History

AcquireMarketing-1677-BX2-PFC--180726-160756-01-01-79705  
 BX2: Birthday Women's Jumbo Postcards (5.5 x 11) - Shine Bright - Name Spelled with String of Diamonds  
 \* Offer: Bring in this card for \$100 OFF your birthday purchase!  
 Disclaimer: Min. \$500 purchase. Valid 30 days from birthday. See store for details.

Design	Comment	When	Status	# Sent	# Errors	Error
BX2	On Demand	7/26/2018 4:07:56 PM	Success	1677	0	
PB15	Birthday - ...	7/11/2018 7:58:48 AM	Success	400	0	
HM1	On Demand	1/24/2018 4:33:39 PM	Success	12	0	
AX9	On Demand	1/23/2018 3:23:37 PM	Success	16	0	
AX9	On Demand	1/23/2018 3:07:43 PM	Success	18	0	
ax9	On Demand	6/30/2017 9:29:20 AM	Success	5	0	
ax5	On Demand	6/28/2017 12:39:51	Success	12	0	
tx5	On Demand	5/12/2017 11:09:06	Success	5	0	
AN2	On Demand	12/13/2014 2:16:37	Success	157	0	
BD3	On Demand	12/13/2014 2:12:30	Success	236	0	
AN2	On Demand	11/7/2014 3:25:50 PM	Success	122	0	
BD3	On Demand	11/7/2014 1:34:21 PM	Success	190	0	
AN2	On Demand	10/10/2014 12:01:2...	Success	87	0	
BD3	On Demand	10/8/2014 4:15:27 PM	Success	189	0	
BD3	On Demand	8/31/2014 11:06:37	Success	170	0	
AN2	On Demand	8/31/2014 11:04:17	Success	217	0	

Details Print List... Cancel

## 18. Reviewing the list of customers that were sent a direct mailer and print for further marketing initiatives

- 1 Click the “Print List” button to print the entire list of customers that were sent a direct mailer and use for future marketing initiatives like follow-up calls or emails that complement your direct mailer.

The Edge® - [News Feeds]

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**THE EDGE** POS Customer Inventory Services Reports Associate News

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Labels

+ Export

Email

+ Statements

+ Gift Certs

+ Rewards

Clienteling

+ Wish Lists

Email Layaway Inactivity

+ Wizards

+ Sales

Customers - 1677 unique (1677 rows) were sent Postcard 'BX2' on 7/26/2018 4:07:56 PM

ID #	Last Name	First Name	Spouse/Partner Last	Spouse/Partner First	Phone	Phone	Email	Email Address	Address	Company	Street	City	State	ZIP	Entered
001-00062	Oak	Betty			HOME	418-2184			DEFAULT		38 Felts Mills St	Fargo	ND	58102	4/18/2002
001-00118	Koleen	Pam			SUMMER	746-4654			DEFAULT		16 New Madison St	Arvada	CO	80007	6/22/1983
001-00175	Mayport	Kim							DEFAULT		609 Carolina Beach Rd	Fargo	ND	58103	6/22/1983
001-00196	Mccauley	Jan	Pageton	Tom	HOME	894-3393			DEFAULT		662 Dublin Dr	Fargo	ND	58103	4/18/2002
001-00233	Iliff	Julie			WORK	496-3078			DEFAULT		415 Minneola St	Casselton	ND	58012	4/19/2002
001-00282	Egeland	Rita					HOME	rita.egeland@hotmail.com	DEFAULT		819 Moyie Springs Rd	Fargo	ND	58104	6/22/1983
001-00410	Coldspring	Blanche							DEFAULT		248 Pettigrew Ave	Fargo	ND	58103-2732	6/22/1983
001-00507	Windthorst	Dolly							DEFAULT		11 Wolverine St	Fargo	ND	58103-3149	6/22/1983
001-00521	Tecumseh	Vicki			HOME	231-3486			DEFAULT		10 Poland St	Bismarck	ND	58501	6/22/1983
001-00569	Bonham	Sandy			HOME	374-8696	HOME	sandy.bonham.1824@msn.com	DEFAULT		915 Upsala Rd	Fargo	ND	58103	6/22/1983
001-00573	Bryn	Carla			HOME	261-3931			DEFAULT		56 Roland Ave	Fargo	ND	58102	6/22/1983
001-00611	Simsboro	Julie			DAYS	790-8741			DEFAULT		202 Renovo St	Fargo	ND	58103	6/22/1983
001-00805	Bartlett	Patty							DEFAULT		406 Sigourney Dr	Fargo	ND	58104	6/22/1983
001-00827	Pentwater	Karla			HOME	269-9672			DEFAULT		715 Phenix St	Wahpeton	ND	58075	6/22/1983
001-00921	Conasauga	Judy							DEFAULT		110 Granger St	Moorhead	MN	56560	4/25/2002
001-00967	Goldens	Julie			HOME	226-2502			DEFAULT		654 Coalton Rd	Fargo	ND	58103	6/22/1983
001-01028	Sartell	Lu Ann			HOME	722-0722			DEFAULT		237 Horner Rd	Fargo	ND	58103	6/22/1983
001-01056	Jericho	Kathy			HOME	213-3535			DEFAULT		60 Short Creek Dr	Lehr	ND	58460	6/22/1983
001-01124	Wilsondale	Nancy			HOME	556-4546	HOME	nancy.w.7119@aol.com	DEFAULT		189 Centuria St	Fargo	ND	58104	5/19/2002
001-01147	Cragford	Lori							DEFAULT		111 Lyndeborough St	Fargo	ND	58103	5/29/2002
001-01271	Retsil	Jolene							DEFAULT		935 Roseboom Dr	Moorhead	MN	56560	6/22/1983
001-01350	Evington	Linda							DEFAULT		185 South Milwaukee Dr	Fargo	ND	58103	7/20/2002
001-01361	Angle	Karen			WORK	615-8195			DEFAULT		943 North Norwich Ave	Fargo	ND	58102	7/25/2002
001-01374	Mathews	Ann			HOME	522-4532			DEFAULT		44 Morris Rd	Fargo	ND	58103	8/1/2002
001-01392	Light	George							DEFAULT		876 Mount Angel Rd	Ada	MN	56510	8/4/2002
001-01414	Gallupville	Brita			HOME	347-7855			DEFAULT		210 Three Springs Ave	Fargo	ND	58103	8/10/2002
001-01459	Crozier	Brenda			HOME	228-3386			DEFAULT		54 Paincourtville Ave	Fargo	ND	58103	9/4/2002
001-01472	Choudrant	Toni							DEFAULT		170 Maybell Dr	Fargo	ND	58103	9/10/2002
001-01554	North	Kath...			WORK	503-6440	WORK	kath...@...	DEFAULT		200 Chastanote Rd	Moorhead	MN	56560	6/22/1983

Presets... Edit... Add... Disable Group / Mailing List

Gray items are inactive customers.

1 Print List... Cancel