

SPARK QUARTERLY

A NEWSLETTER FROM VARISPARK



USPS POSTAGE INCREASE SET FOR JULY 10

The latest USPS postage increase will take effect July 10. [Announced](#) in late 2021, the 6.5% increase in postage for first-class mail is part of the Delivering for America plan, which will enable a \$40 million investment in core postal services over the next decade. The cost of a one-ounce domestic letter stamp will go from \$0.58 to \$0.60, with similar price increases for additional ounces, postcards, international postage, and more.

Here's a quick breakdown of what you need to know about the upcoming postage increases:

- The cost of one-ounce metered mail **will increase to \$0.57**; the postage for **postcards will jump to \$0.44**.
- The cost for one-ounce **international letter postage** will increase to **\$1.30**.
- The [Delivering for America plan](#) is designed to help the Postal Service achieve "financial sustainability and service excellence" for decades to come. Changes in the way life and business are conducted in the U.S. have led to declining mail volume, and the Postal Service has recorded \$87 billion in financial losses over the last 14 years. This plan aims to turn those losses around through, in part, updated postage rates and a more rational pricing approach, which will help to keep the Postal Service competitive while providing the agency with needed revenue.
- According to the Postal Service, these changes will help them not only avoid projected future losses but also upgrade their processing equipment and make capital investments in their vehicle fleet and technology in order to improve their standard of service, which includes providing consistent, on-time delivery.
- Even with the July postage rate increases, USPS prices remain among the world's most affordable, with some of the lowest letter-mail postage rates in the industrialized world.

[Direct mail still offers a strong ROI](#), and there are a number of ways marketers can help ensure the success of their direct mail campaigns.

Make the most of your mail with Informed Delivery

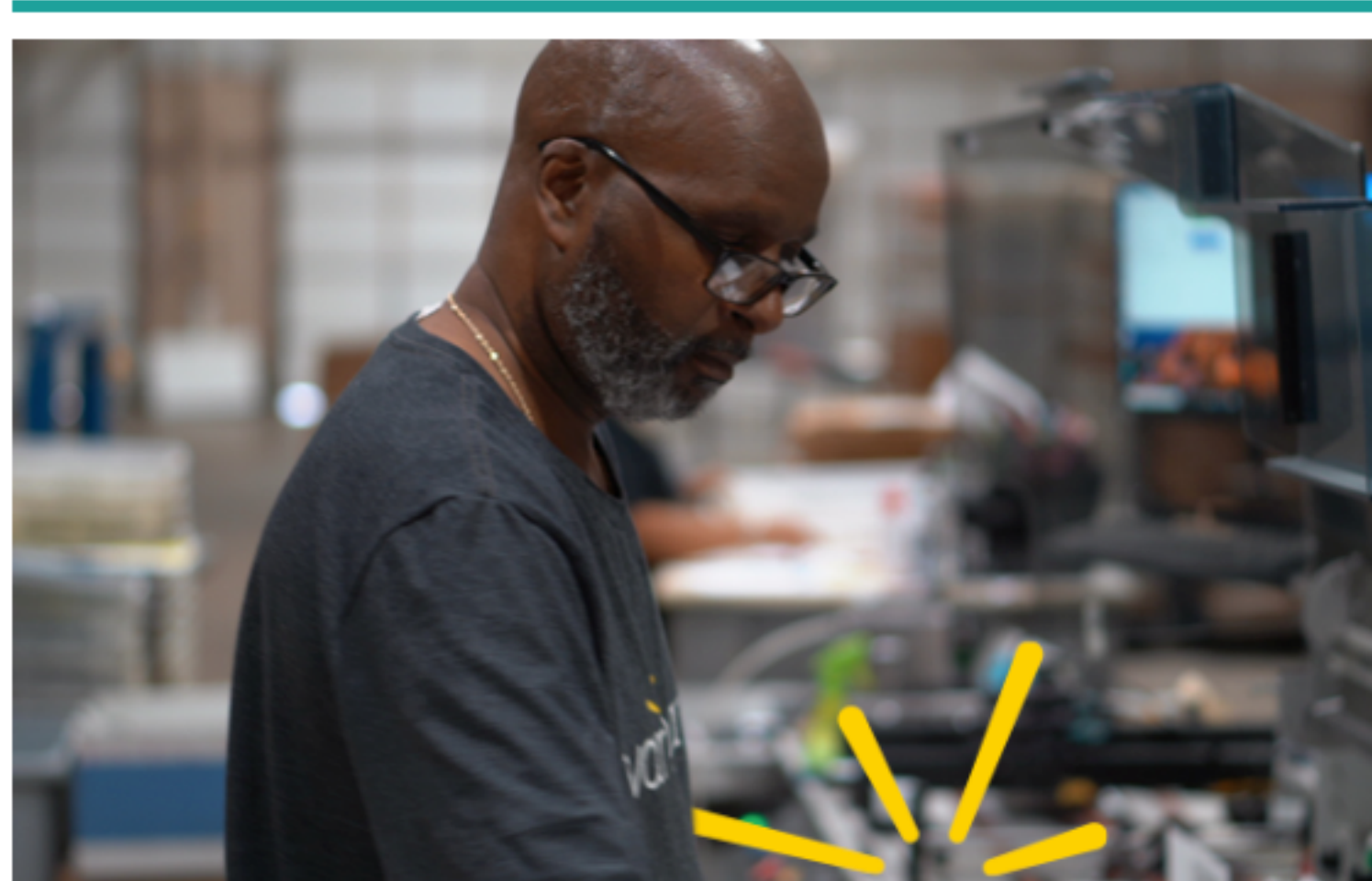
[Informed Delivery](#) allows residential postal customers to digitally preview and manage their incoming mail and packages. For business mailers and marketers, the USPS offers Informed Delivery interactive campaigns, which are an easy way to take your direct mail campaigns omni-channel.

With an Informed Delivery interactive campaign, the grayscale image the customer would normally see is replaced by a full-color one, which is supplemented by a clickable "ride-along" image containing a call-to-action that is linked to a target URL. The USPS has found that when physical mail is combined with a corresponding digital campaign in this way, response rates go up 37% and conversion rates go up 20%. [Learn more about Informed Delivery](#).

LEARN MORE ABOUT INFORMED DELIVERY

Take your omni-channel campaigns even further

Marketers who harness the power of [the latest print marketing technologies](#) to increase the interactivity of their direct mail campaigns are more likely to experience success. Extending your campaign to digital channels through QR codes, augmented reality (AR), email, or text messages can help you meet your audience where they are.



VARISPARK CORE VALUES: INTEGRITY

This year, we're using our newsletter to highlight Varispark's core values. Each quarter we'll look at one core value, its place in our mission, and how we strive to exemplify that value each and every day. To kick things off, let's take a moment to talk about INTEGRITY and the importance we place on doing the right thing for our customers and the people who make Varispark go.

While it's difficult to hold one value over all others, we believe integrity is truly at the core of the work we do and how we conduct ourselves. Integrity springs from honesty and truthfulness, and companies, organizations, and people who put these traits at the center of what they do are valued and respected by those around them. Companies that demonstrate integrity can be relied upon to openly and honestly communicate with customers, stand behind their work, admit mistakes when they happen and work to correct them, and strive to do what's in the best interest of the customer in every instance.

Integrity is a foundational element of every individual at Varispark — and that means it's at the heart of who we are and what we do. The importance we place on integrity drives each project we undertake, every relationship we build, and the success we experience.

MEET THE PEOPLE OF VARISPARK

Isaiah "Ike" Howard

Senior Production Specialist



Isaiah Howard — who we know as Ike — has been with Varispark since the very beginning, and is the only current employee who has been part of the Varispark team since the company was founded. Ike is our Senior Production Specialist and demonstrates our commitment to integrity through his honesty, hard work, dedication, and dependability. Ike is always willing to go above and beyond for both our team members and customers, and as result Ike is much beloved by everyone who interacts with him.

Ike is a father of two daughters, Bianca and Tori, and has been married for 35 years to his wife, Regina.

From all of us at Varispark, we want to thank Ike for the role he plays in helping us achieve our goals, and for his years of commitment and dedication to the integrity of our work. Thank you, Ike — there is nobody quite like you!



We'd love to hear from you. Reply to this email with your questions and comments or [contact us](#).