

## Top 10 Ways to Save Money on Mail

Postal Advocate is the largest mail audit and recovery service in the United States, helping organizations optimize their mail spends. These are the top ways we have found organizations can save money. This is more important than ever since postage costs have gone up 32-64% over the last 4 years, with an 8-12% increase happening on July 13, 2025.

1. **Create visibility to all mail spends** – This includes meters, online postage, USPS® direct accounts, outsourced print providers and purchases at the Post Office. You can't optimize the spend without visibility.
2. **Have a resource with expertise in mail** – Mail spends are fragmented and typically managed by people without the knowledge of what is available.
3. **Optimize Presort Services** – This is the easiest and most common way to save money on mail. Make sure you are using services where the volume exists, and the agreements are reviewed and compared.
4. **Utilize discounted rate structures on USPS® Parcels** – There are online tools available that can give 20-80% discounts with the average savings being 25%.
5. **Streamline your Certified Mail** – These items should be produced in a central platform, that can generate Firm Mailing Books, proof of every signature, and provide \$1.48 per piece savings.
6. **Scrutinize your mail equipment agreements and invoices** – We average 74% savings in this category because we are proactively managing our clients mail fleet and billing. With proper oversight, you will find significant savings.
7. **Link all USPS® Accounts to the Customer Gateway** - This spending is often fragmented without a single owner with many opportunities to take advantage of volume savings and USPS® incentives.
8. **Run an RFP for any outsourced print and mail services** – Vendor costs vary widely for similar services. A structured and measured vendor evaluation will lead to huge savings.
9. **Move low volume mail spends to online postage platforms** – For organizations with larger numbers of locations, either with mail equipment or sending users to the Post Office, there are now enterprise online postage tools that can create access to discounted postage, at any location, with complete visibility to control the expense.
10. **Manage the balances in all postage accounts** - Millions of dollars of postage goes unclaimed every year because organizations are not managing the balances in meters and USPS® accounts.

