



FOR IMMEDIATE RELEASE

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Twin Cities Marketing Services Provider, Bann Business Solutions, Announces Postal Rate Discounts for Advertisings Campaigns Combining AdTech and Direct Mail

Saint Paul, MN --- Beginning March 1, 2017, a new United States Postal Service (USPS) discount program allows companies utilizing direct mail to qualify for a discount of up to 2% of postage costs when they integrate their campaigns with Digital Direct Mail (also known as IP Targeting).

The Postal Service is launching several discount programs which provide incentives to companies when they combine direct mail with innovative digital technologies. These programs offer postage discounts to mailers who use advanced technologies to improve the efficacy or experience associated with a direct mail campaign. The program specific to Digital Direct Mail is available from the USPS from March 1 to August 31, 2017 and provides a 2% discount off of First Class Postage when a campaign is also targeting the same prospects digitally using Household Level IP Targeting by Bann Business Solutions and its partner, El Toro, Inc. (Louisville, KY).

According to El Toro CEO Stacy Griggs, "This is important for our clients who use direct mail. Our technology already significantly increases the return on investment (ROI) for direct mail campaigns. By reducing the cost of postage, we are able to go even further in pushing the ROI on direct mail to new heights for our customers and partners."

Per Mike Bann at Bann Business Solutions, "We have used El Toro IP Targeting to power our Digital Direct Mail product for the last three years. By partnering with an innovative AdTech firm like El Toro, we're able to help our customers significantly improve the results of their direct mail efforts while reducing the cost of acquisition for new leads.

For additional information, or to learn about the process of qualifying for the USPS discount, visit the [USPS](#).

Marketers interested in learning more about Digital Direct Mail may contact Mike Bann at mike@bannbiz.com.

About Bann Business Solutions

Saint Paul, MN based Bann Business Solutions is a Marketing Services Provider founded in 1997. Owners Mike Bann and Bill Bann represent the third generation in the printing and marketing services industry. Serving over 300 customers ranging from *Fortune* 500 to start-up and partnering with more than 200 suppliers, Bann Business Solutions diligently seeks out partners like El Toro to meet the always evolving needs of marketers large and small. Learn more at www.bannbiz.com.