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# Postal Code Targeting (PCT)

## User's Manual

## Postal Code Targeting (PCT)

Postal Code Targeting (PCT) is a service which allows the capacity to target a specific geographic location by utilizing the postal code. PCT is a Standard Machineable mail element with a unique 2D barcode printed on each mail piece. PCT is used by companies to better target clients and their needs through customized tailored mailings. PCT sits between Neighbourhood Mail (fully unaddressed) and Personalized Mail (fully addressed). PCT does not have an address printed by the mailer/MSP, simply a 2D barcode that corresponds with an address. Canada Post's equipment scans the barcode and sprays on just enough of the address so that the letter carrier can deliver the piece. Mailers, through tested MSPs, can submit target postal codes (of their "ideal customer") and receive back a specified number of "like" addresses.

### To qualify for PCT mailings must:

- be deposited and paid for in Canada for delivery in Canada
- consist of a minimum of 400 items for Standard Machineable mail
- have a unique 2D barcode on each item
- have two quiet zones (address and on back of the item)
- be mailed through your mail service provider

### Items are undeliverable if:

- the 2D barcode is invalid or unreadable
- the item is refused by the addressee
- delivery is prohibited by law
- the item cannot otherwise be delivered to the address.

*Undeliverable PCT items will be disposed by Canada Post at their discretion. Consult the*

### The PCT module will allow iAddress™ users to:

- Import a list of target postal codes, seed addresses and suppression addresses
- Provides address type targeting functionality.
- Produce a sizing estimate for review, modification or approval
- When approved, produce an output file with the data necessary to generate the 2D bar-code on your mail piece

*This process will happen in real-time. Please keep in mind that Canada Post's demographic selects are not available through this module. Many MSPs noted that they work with mailers independent of Canada Post to determine ideal/best customers and can produce a list of target postal codes. The conditions within this module will be limited to the ability to select or exclude specific address types (i.e. multi-unit buildings, PO Boxes, businesses).*

## Running a Job in the PCT Module

In iAddress™ the Postal Code Targeting (PCT) module can be found and accessed through the “Address Management” menu Tab.

### Overview

The PCT module is divided into four tabs which all have the SAME three functions. The four tabs are PC List, Seed List, Suppress List and Filter. Each tab screen has the three functions: Select All, Select by Merged File and Select by Field Value. You must choose ONE of these options. At the bottom of every screen there are two buttons, the Mail Estimate Button and Create Mailing Button. The former is used to view the mailing estimate and the latter to prepare the mailing for shipping.

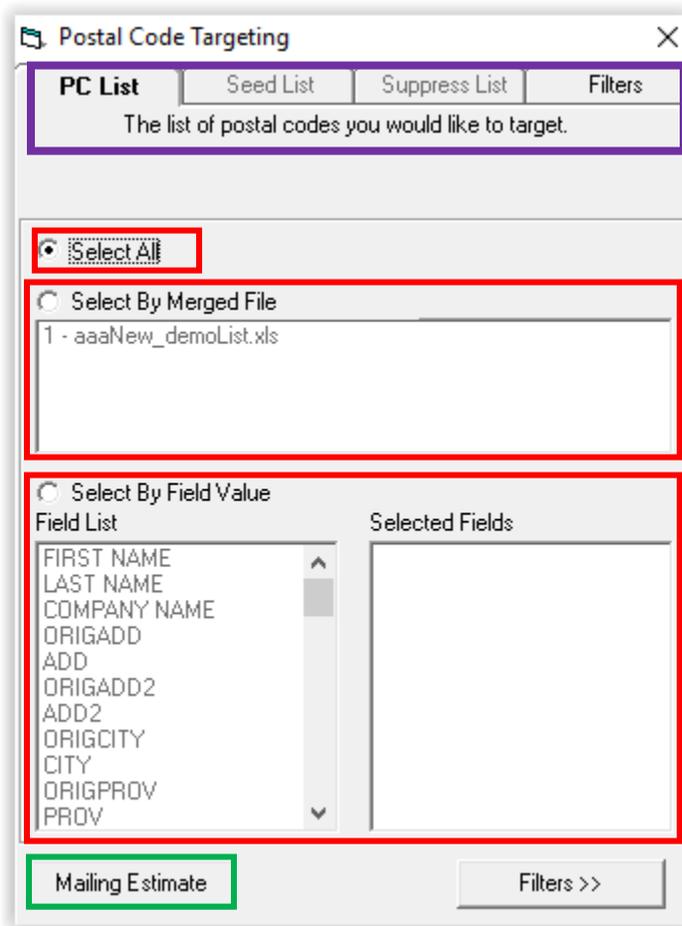
### Four Tab Overview

1. **PC List:** creates a list of postal codes around the targeted areas indicated.
2. **Seed List:** Includes specific addresses selected in the mailing.
3. **Suppress List:** deletes the indicated addresses from the list.
4. **Filter:** allows to target the list based on the options provided.

### Three Function Overview

1. **Select All:** will use every unique Postal Code/address currently in your Job.
2. **Select by Merged File:** will use every unique Postal Code/address with in the selected files.
3. **Select By Field Value:** will use every unique Postal Code/address that meets the selection criteria.

**\*\*\*Selection criteria: each criterion created is handled with “AND” logic with the next criteria. (AND logic is explained in further detail from pages 9-12)**



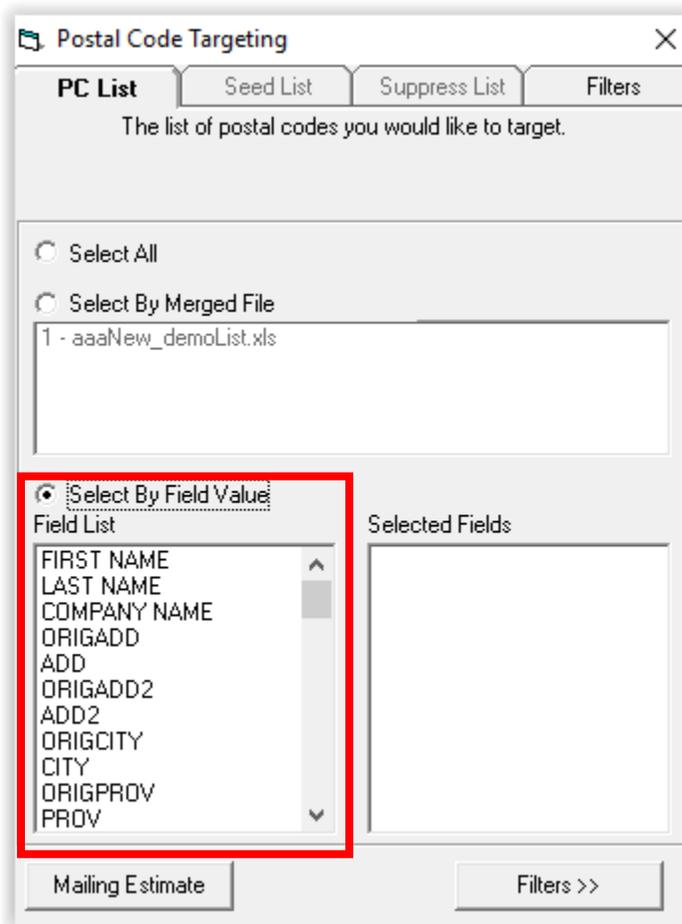
These are the Four Tabs in the Module.

If you the “Select All”, then all three of your sheets will be used in creating a list.

When you select “Select By Merge File”, you can now choose which sheet you would like to work on

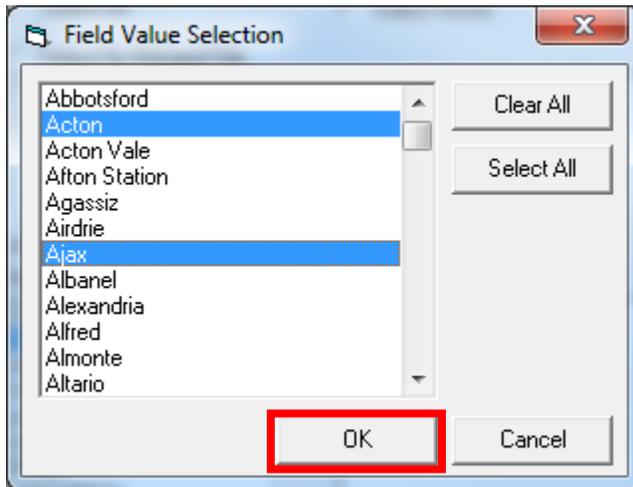
If you choose “Select By Field Value” can select your file and indicate which fields should be focused on when creating the targeted mailing

The button at the bottom of the screen called “Mailing Estimate” generates a report which indicates the size of the mailing, the associated cost and other geographic data related to the mailing. This After clicking the PCT menu item the screen shown below will pop up. It is divided into four tabs which represent the four functions which can be performed on your mailing lists. The first list is the Postal Code (PC) list.

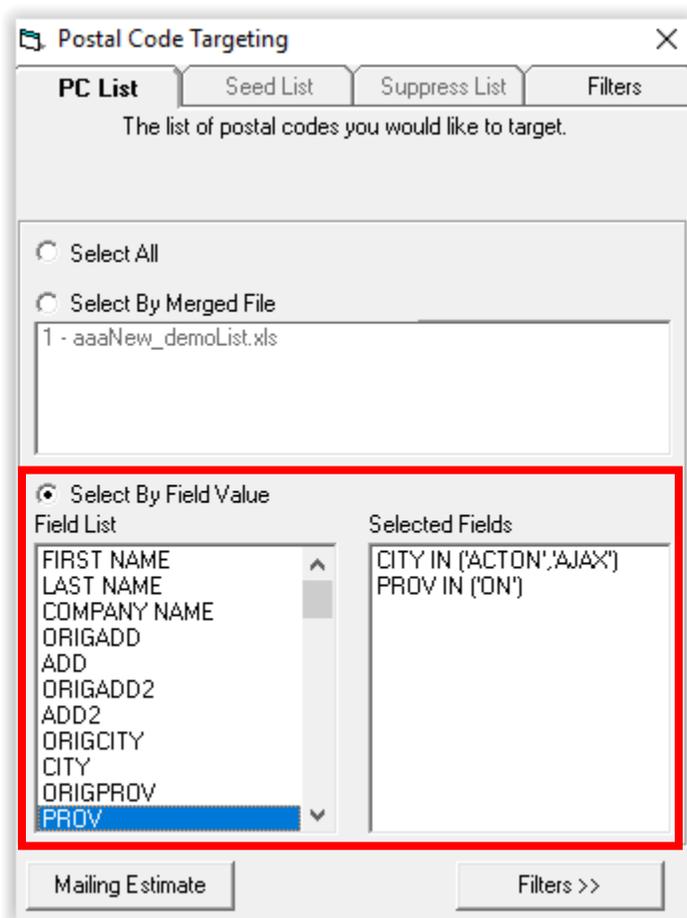


The “Select By Field Value” function is selected and the filter options are now visible on the screen. In this example “CITY” is selected as a filter value.

This is the “Field Value Selection” screen that pops up when you double click any of the filter options. In this case it was “CITY”. Now we are given a list of cities we can choose from to target from the list.



The request will be added to the "Selected Fields" once you click "OK" on the current screen.



The "Field List" contains all the fields you may choose to target. All the target options you have selected will appear in "Selected Fields".

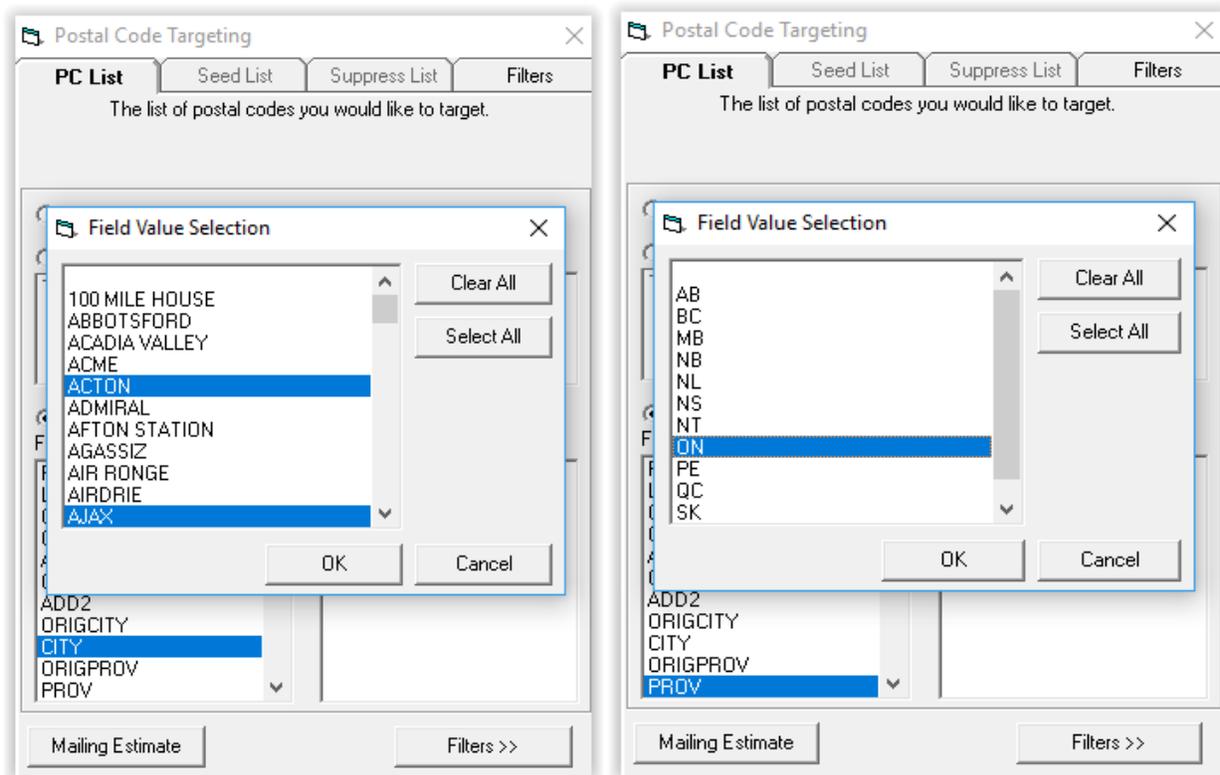
Additionally, you can add more filter options from the "Field List" other than "CITY" but they must agree with the first statement. In our example we have it filtered by "CITY" if we wanted to put another filter option let's say province it would have to be a valid statement or else there will not be any results given back.

## Selection Criteria

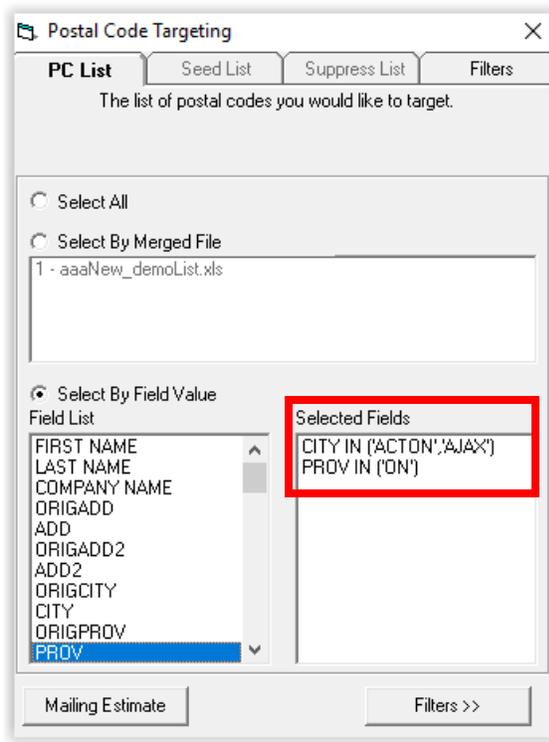
The logic that is used to make the statements work is called “AND” logic. This means all the statements made must be true to generate a result.

For example, if you filter by “CITY” and choose Acton and Ajax. Then, you put another statement saying filter by “Province” and select Ontario, make sure that the cities Acton and Ajax can be found in Ontario or else you will get an error. **BOTH** statements must be **TRUE**.

The logic of this section is separated by “OR” and “AND” logic. This means that when “CITY” is chosen and specific cities like Acton and Ajax are selected they are separated by “OR” logic and when another category like “Province” is added it is separated by “AND” logic. Two sets of information separated by the “AND” must **BOTH BE TRUE** for results to be generated. Look at the screenshots below to understand this concept.



Here we can see that the cities Acton and Ajax are selected alongside the province of Ontario. The two chosen cities can be found in Ontario rendering the statement true.



**Postal Code Targeting**

**PC List** | Seed List | Suppress List | Filters

The list of postal codes you would like to target.

Select All

Select By Merged File

1 - aaaNew\_demoList.xls

Select By Field Value

Field List

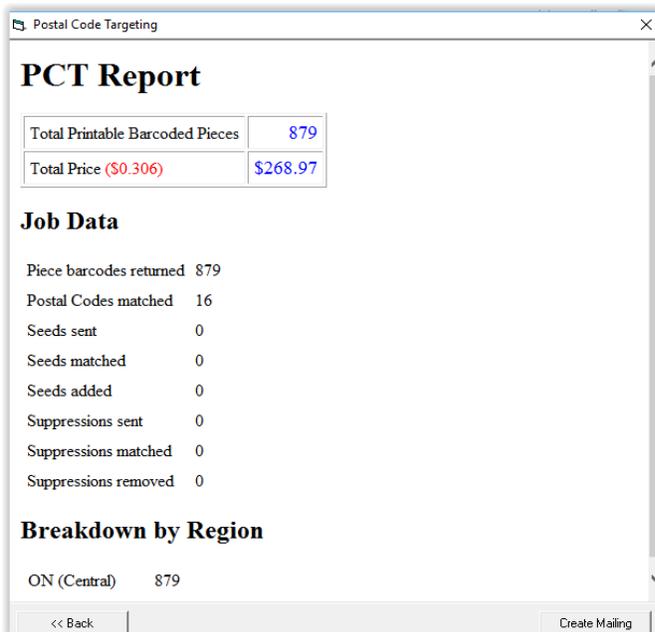
FIRST NAME
LAST NAME
COMPANY NAME
ORIGADD
ADD
ORIGADD2
ADD2
ORIGCITY
CITY
ORIGPROV
PROV

Selected Fields

CITY IN ('ACTON','AJAX')
PROV IN ('ON')

Mailing Estimate | Filters >>

**BOTH** statements must be **TRUE** for the filter to work properly. Acton and Ajax are found in Ontario. Therefore, it will work and generate postal codes.



**Postal Code Targeting**

### PCT Report

Total Printable Barcoded Pieces	879
Total Price (\$0.306)	\$268.97

#### Job Data

Piece barcodes returned	879
Postal Codes matched	16
Seeds sent	0
Seeds matched	0
Seeds added	0
Suppressions sent	0
Suppressions matched	0
Suppressions removed	0

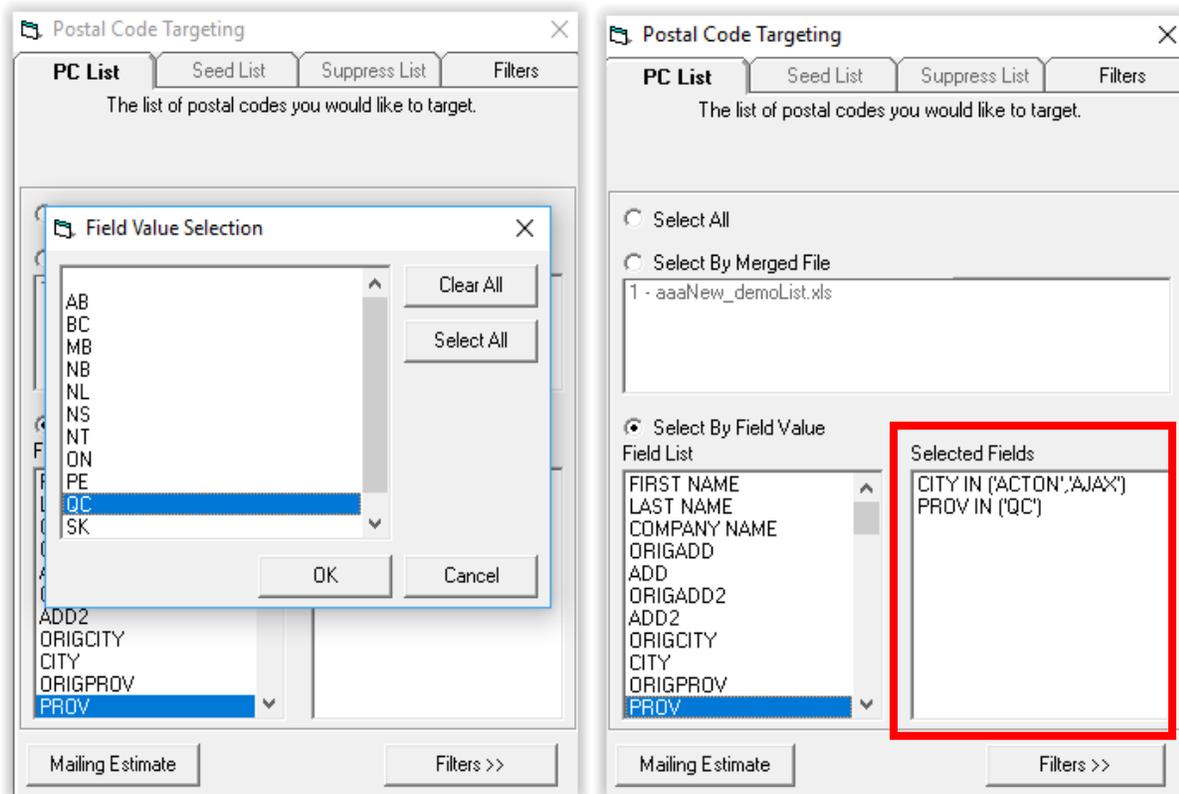
#### Breakdown by Region

ON (Central)	879
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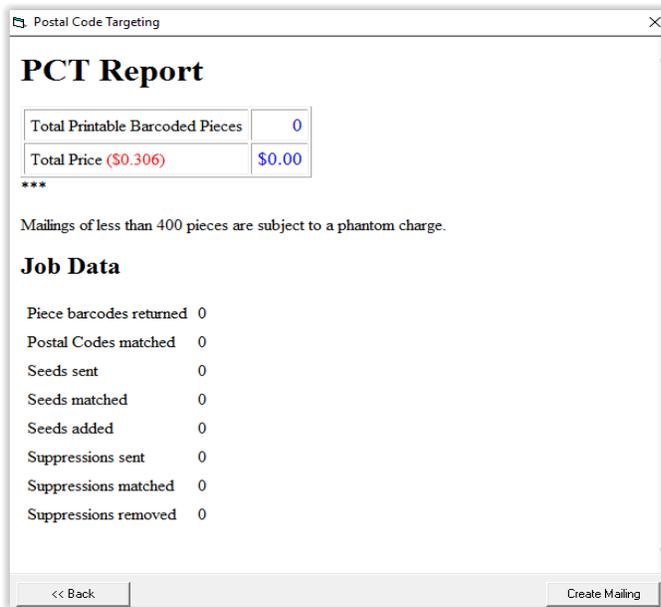
<< Back | Create Mailing

A Mailing estimate is generated because the “AND” logic was correct.

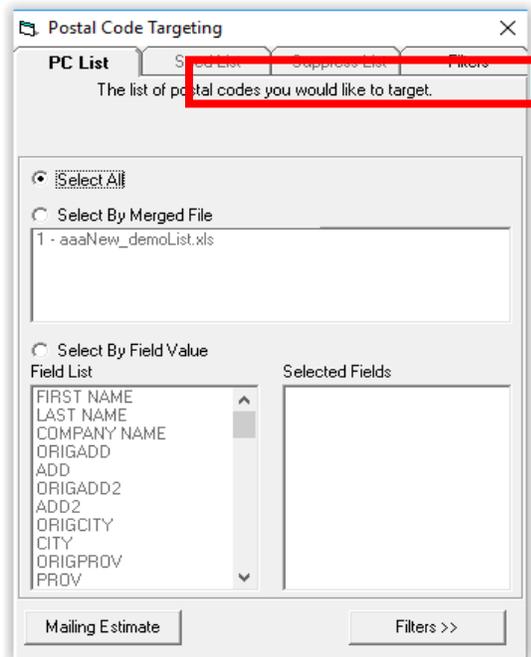
If the two categories are **BOTH NOT TRUE**, then there will be an error and a blank list will be generated. Here is an example which showcases when **BOTH** statements are **NOT TRUE** because the cities Ajax and Action are not found in the province Quebec.



“City” and “Province” are separated by “AND” and **BOTH** statements **MUST BE TRUE** for the filter to generate results. If only one statement is true, then it will not return any results. A blank Mailing estimate will appear like shown below:

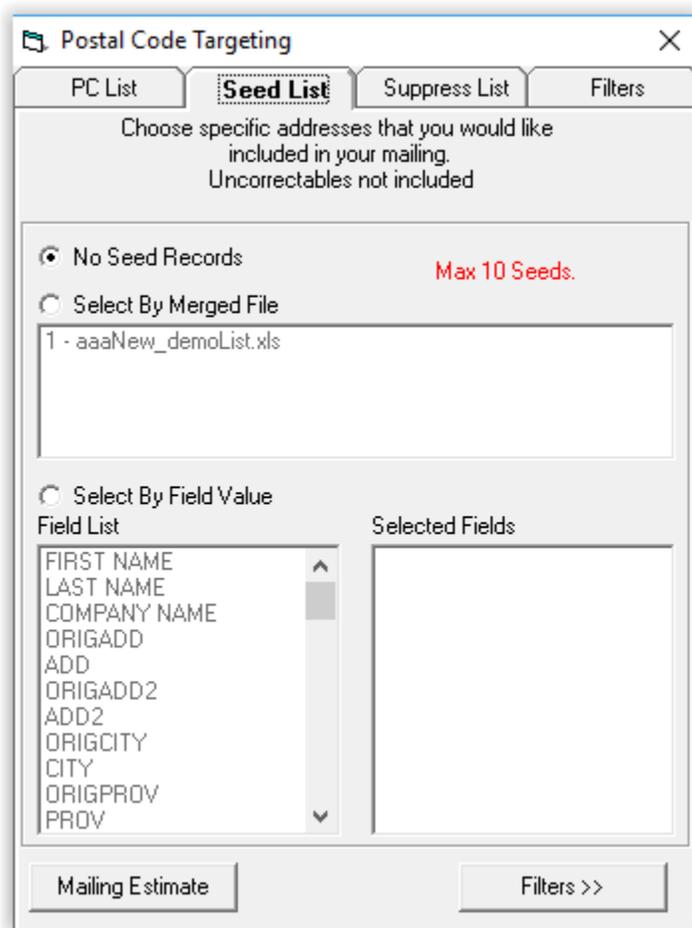


To access the Seed List and Suppress List you must do correction/validation first in iAddress™ on your list.



## The Seed List

The seed list tab allows you add specific addresses to the mailing. This tab allows you to create a list of individuals who will receive the mailing as a way of confirming its receipt. This list is usually created to ensure that a mailing has gone out on time.



The screenshot shows the 'Postal Code Targeting' dialog box with the 'Seed List' tab selected. The dialog has four tabs: 'PC List', 'Seed List', 'Suppress List', and 'Filters'. Below the tabs, there is a text box with the instruction: 'Choose specific addresses that you would like included in your mailing. Uncorrectables not included'. There are three radio button options: 'No Seed Records' (selected), 'Select By Merged File', and 'Select By Field Value'. The 'No Seed Records' option has a red label 'Max 10 Seeds.' next to it. The 'Select By Merged File' option has a list box containing '1 - aaaNew\_demoList.xls'. The 'Select By Field Value' option has a 'Field List' and a 'Selected Fields' list box. The 'Field List' contains: FIRST NAME, LAST NAME, COMPANY NAME, ORIGADD, ADD, ORIGADD2, ADD2, ORIGCITY, CITY, ORIGPROV, PROV. The 'Selected Fields' list box is empty. At the bottom, there are two buttons: 'Mailing Estimate' and 'Filters >>'.

You can create your Seed List by using the **SAME** three functions used to make the PC list. The “Select All” function will use all the files to create the list.

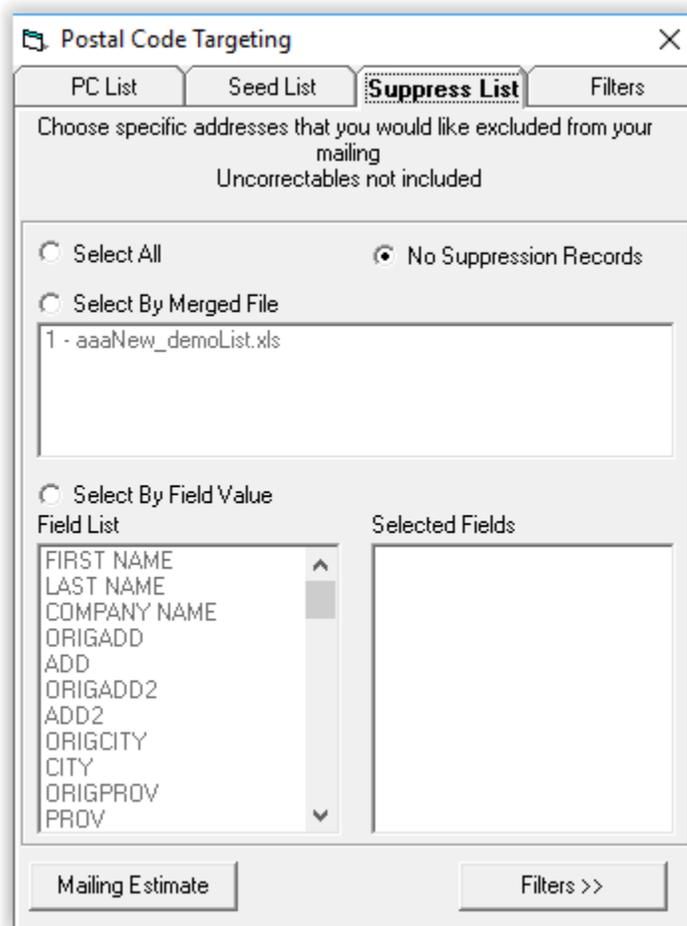
the “Select None” will allow you to bypass this option

“Select by Merged File” will allow you to choose which file you would like to work on.

“Select By Field Value” will allow to choose options from the “Field List” to target your list towards. The “AND” logic is important here. [See pg. 9-12 for more details.](#)

## The Suppress List

This is the Suppress List tab and it allows you to indicate which fields you would like to exclude from your PCT mailing list. Here, you must choose out of the three functions “Select All”, Select By Merged File” and “Select By Field Value” to create your Suppress List.



The screenshot shows a dialog box titled "Postal Code Targeting" with a close button (X) in the top right corner. It has four tabs: "PC List", "Seed List", "Suppress List" (which is selected), and "Filters". Below the tabs, there is a text area that says "Choose specific addresses that you would like excluded from your mailing" and "Uncorrectables not included". There are three radio button options: "Select All", "Select By Merged File", and "Select By Field Value". The "No Suppression Records" option is selected. Under "Select By Merged File", there is a list box containing "1 - aaaNew\_demoList.xls". Under "Select By Field Value", there is a "Field List" containing: FIRST NAME, LAST NAME, COMPANY NAME, ORIGADD, ADD, ORIGADD2, ADD2, ORIGCITY, CITY, ORIGPROV, and PROV. To the right of the "Field List" is an empty "Selected Fields" list box. At the bottom, there are two buttons: "Mailing Estimate" and "Filters >>".

You can create your Suppress List by using the **SAME** three functions used to make the PC list & Seed List. The “Select All” function will use all the files to create the list.

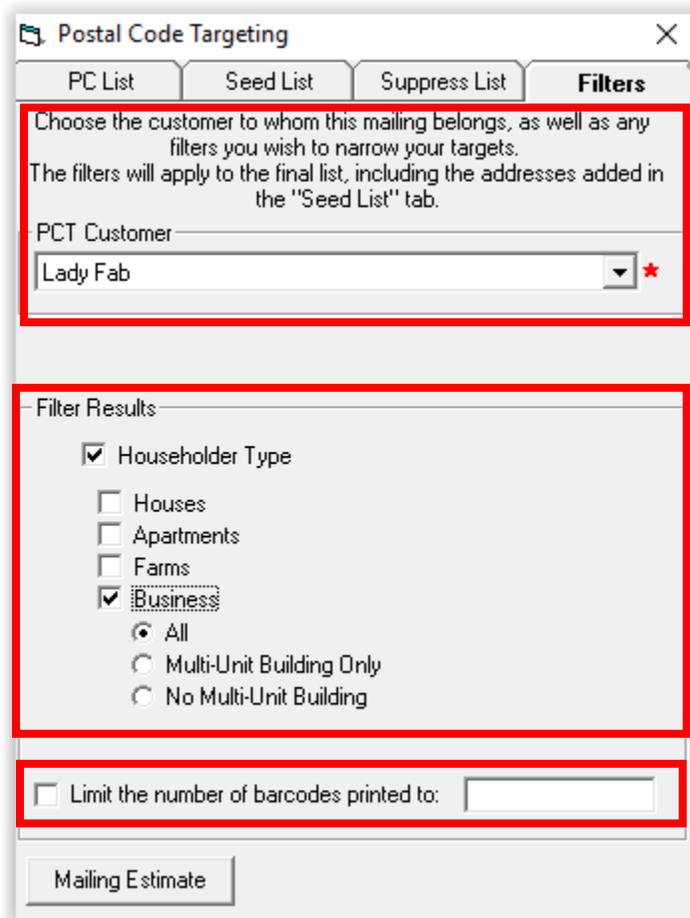
the “Select None” will allow you to bypass this option

Select by Merged File” will allow you to choose which file you would like to work

“Select By Field Value” will allow to choose options from the “Field List” to target your list towards. The “AND” logic is important here. [See pg. 9-12 for more details](#)

## The Filter Tab

This is the Filter tab. Here you may filter your list by the “Filter Results” listed.



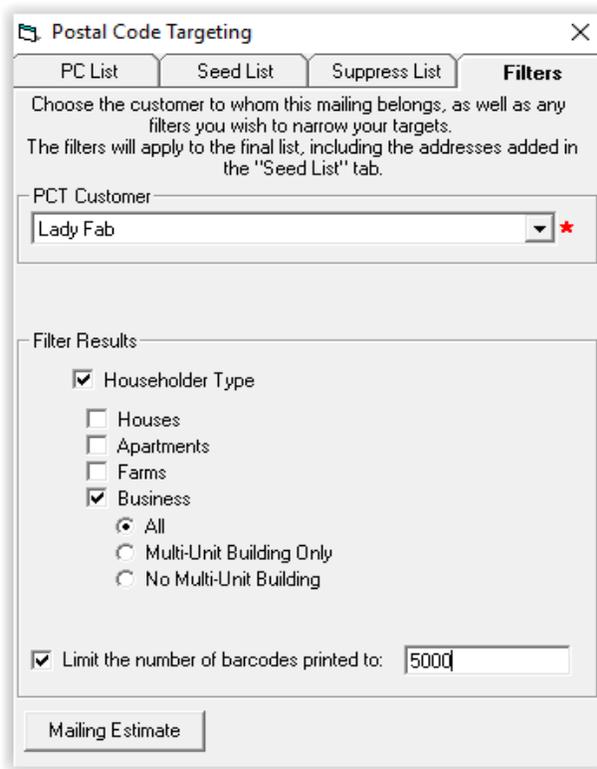
The screenshot shows the 'Postal Code Targeting' window with the 'Filters' tab selected. The window has four tabs: 'PC List', 'Seed List', 'Suppress List', and 'Filters'. The 'Filters' tab contains the following elements:

- Instructional text: "Choose the customer to whom this mailing belongs, as well as any filters you wish to narrow your targets. The filters will apply to the final list, including the addresses added in the 'Seed List' tab."
- 'PCT Customer' dropdown menu: Set to 'Lady Fab' with a red asterisk to the right.
- 'Filter Results' section:
  - Householder Type
    - Houses
    - Apartments
    - Farms
    - Business
      - All
      - Multi-Unit Building Only
      - No Multi-Unit Building
- 'Limit the number of barcodes printed to:' checkbox and text input field.
- 'Mailing Estimate' button.

You MUST select a customer in the “PCT Customer” drop down to generate an estimate

You can use “Filter Results” to further target your list.

Limit the size of your mailing by selecting the field and entering a value. If you do not enter in a value it will generate barcodes for the entire size of your mailing.



**Postal Code Targeting**

PC List | Seed List | Suppress List | **Filters**

Choose the customer to whom this mailing belongs, as well as any filters you wish to narrow your targets. The filters will apply to the final list, including the addresses added in the "Seed List" tab.

PCT Customer  
Lady Fab

**Filter Results**

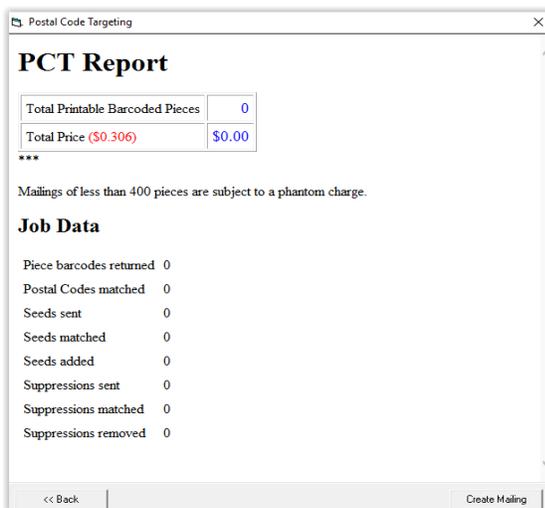
- Householder Type
  - Houses
  - Apartments
  - Farms
  - Business
    - All
    - Multi-Unit Building Only
    - No Multi-Unit Building

Limit the number of barcodes printed to: 5000

Mailing Estimate

In the “Filter Results” function you can apply these options to further target your mailing. The options are “Householder Type”, “Business/Residential” and “Multi-Unit Building”. You can also limit the size of mailing by inputting a value in the text box. If you do not input a value it will select the entire mailing list.

When you are satisfied with your Mailing Estimate you may now click “Create Mailing” at the bottom of the estimate report to export the report to a PDF and submit for mailing.



**Postal Code Targeting**

**PCT Report**

Total Printable Barcoded Pieces	0
Total Price (\$0.306)	\$0.00

\*\*\*

Mailings of less than 400 pieces are subject to a phantom charge.

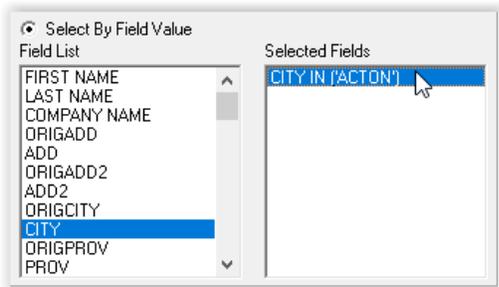
**Job Data**

- Piece barcodes returned 0
- Postal Codes matched 0
- Seeds sent 0
- Seeds matched 0
- Seeds added 0
- Suppressions sent 0
- Suppressions matched 0
- Suppressions removed 0

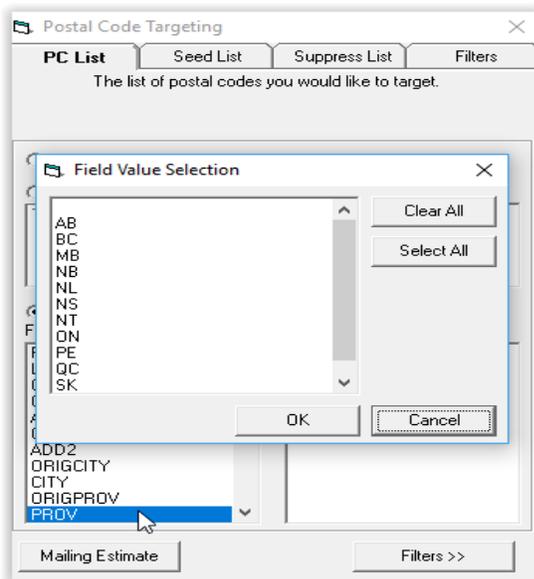
<< Back | Create Mailing

## Shortcuts

You can double click on options to delete them in the “Field List” under the “Select by Field Value” function.



You can double click “CITY IN ('ACTON')” and it will be deleted from the “Selected Fields” box.

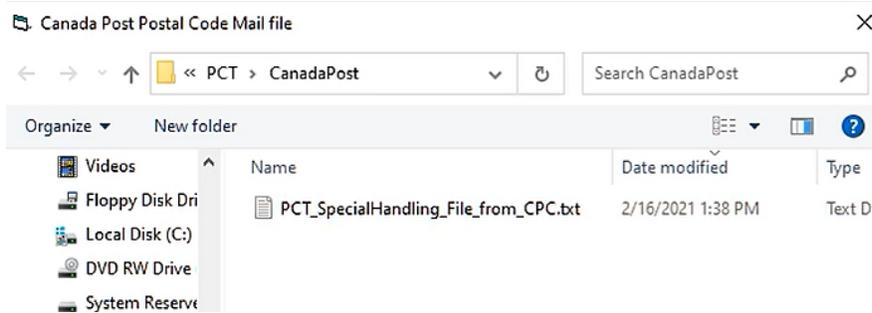
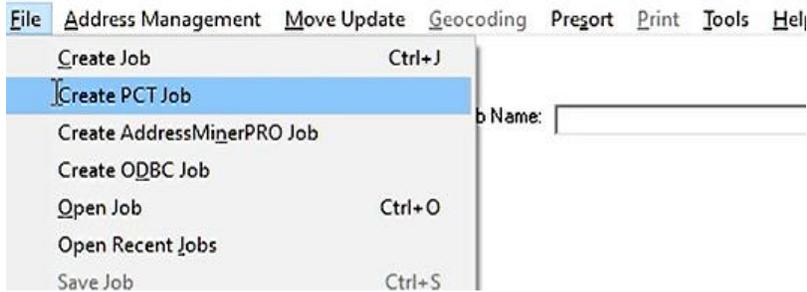


Double click the “Field List” value to make the “Field Value Selection” window pop up.

[PCT Reference Document](#)  
[PCT Reference Document-fr](#)

## Postal Code Targeting: Special Handling (SH)

To carry out a PCT (SH) job. Click “Create PCT Job” and bring in your special handling file into iAddress™.



Then, click on “Presort” in the main menu and fill in all required information in the forms.



Please select the mailing date and on the next form the sortation type.

Select the mailing date of the sortation.	Select the type of sortation for this job
<p>Mailing Date: <input type="text" value="3 / 1 / 2021"/></p> <p>You have 10 days to deposit your mail. (due Mar 11, 2021)</p> <p>Template: <input type="text" value="New Template"/> <input type="button" value="Delete"/></p> <p>Customer: <input type="text" value="Flagship Software"/></p> <p>Client Info: <input type="text"/></p> <p>Tax Rate: <input type="text" value="0"/> Reference: <input type="text"/></p> <p>Addresses Included in Sort</p> <p><input checked="" type="checkbox"/> Uncorrectable <input checked="" type="checkbox"/> Retired Postal Code</p> <p><input checked="" type="checkbox"/> Questionable <input type="checkbox"/> Uncoded as residue</p> <p><input checked="" type="checkbox"/> Split large bundles (S/L &gt; 100 mm and O/S &gt; 200 mm)</p> <p><input type="checkbox"/> Do Phantom Mailing <input type="button" value="Advanced Options"/></p>	<p><input type="radio"/> Personalized Mail Machineable</p> <p><input type="radio"/> Personalized Mail Machineable Labels Only</p> <p><input type="radio"/> Publication Mail (SH) (Formerly LCP)</p> <p><input type="radio"/> Publication Delivery Facility Presort (Formerly NDG)</p> <p><input type="radio"/> Publication Mail Machineable</p> <p><input type="radio"/> Incentive Lettermail Machineable</p> <p><input type="radio"/> Incentive Lettermail Machineable Labels Only</p> <p><input checked="" type="radio"/> Postal Code Targeting (SH)</p> <p><input type="radio"/> Postal Code Targeting Machineable</p>
<input type="button" value="Next &gt;"/> <input type="button" value="Done"/> <input type="button" value="Cancel"/>	<input type="button" value="Back &lt;"/> <input type="button" value="Next &gt;"/> <input type="button" value="Done"/> <input type="button" value="Cancel"/>

Select your mail size, container type then on the next form enter in your mail characteristics.

Select the type of container you will be using for this job	Specify the dimensions of your piece and specify container and bundle maximums.
<p>Mail Size</p> <p><input checked="" type="radio"/> Standard <input type="radio"/> Oversized</p> <p>Container Type</p> <p><input checked="" type="radio"/> Letterflattener - LFT <input type="radio"/> Flat Tub</p> <p>Pallets</p> <p><input checked="" type="radio"/> None <input type="radio"/> Pallet <input type="radio"/> Monotainer</p> <p>Brick Piling</p> <p><input type="checkbox"/> Brick Pile <input type="checkbox"/> Level 3 (DCF)</p> <p><input type="checkbox"/> Residue (Special Permission is required) <input type="checkbox"/> Level 4 (FCP)</p>	<p>Mail Characteristics</p> <p><input type="checkbox"/> Variable Weight/Thickness ?</p> <p>Thickness: <input type="text" value="1"/> mm</p> <p>Weight*: <input type="text" value="20"/> g</p> <p>Length: <input type="text"/> mm</p> <p>Height: <input type="text"/> mm</p> <p>Max. # of Pieces in a Bundle: <input type="text" value="100"/></p> <p>Max. # of Pieces in a Container: <input type="text" value="394"/></p> <p><input type="button" value="Save template"/></p>
<input type="button" value="Back &lt;"/> <input type="button" value="Next &gt;"/> <input type="button" value="Done"/> <input type="button" value="Cancel"/>	<input type="button" value="Back &lt;"/> <input type="button" value="Next &gt;"/> <input type="button" value="Done"/> <input type="button" value="Cancel"/>

Select an office of deposit and then choose a file name for your job. Select print options and click "Done".

Select the office of deposit of your mailing.

Office of Deposit:

Office of Deposit Postal Code:

Office of Deposit Site Number:

Select the type of sortation for this job

Personalized Mail Machineable

Personalized Mail Machineable Labels Only

Publication Mail (SH) (Formerly LCP)

Publication Delivery Facility Presort (Formerly NDG)

Publication Mail Machineable

Incentive Lettermail Machineable

Incentive Lettermail Machineable Labels Only

**Postal Code Targeting (SH)**

Postal Code Targeting Machineable

The statement on mailing will pop up and the PCT (SH) details can be found in the file.

Statement of Mailing Summary

**Customer Information**

Customer Name (Your Company Name):

Customer Number (Your number):

Office of Deposit:

Mailing on Behalf Of:

Customer's CPC Number:

Tax at:  %

Do not display this window after the sortation completes

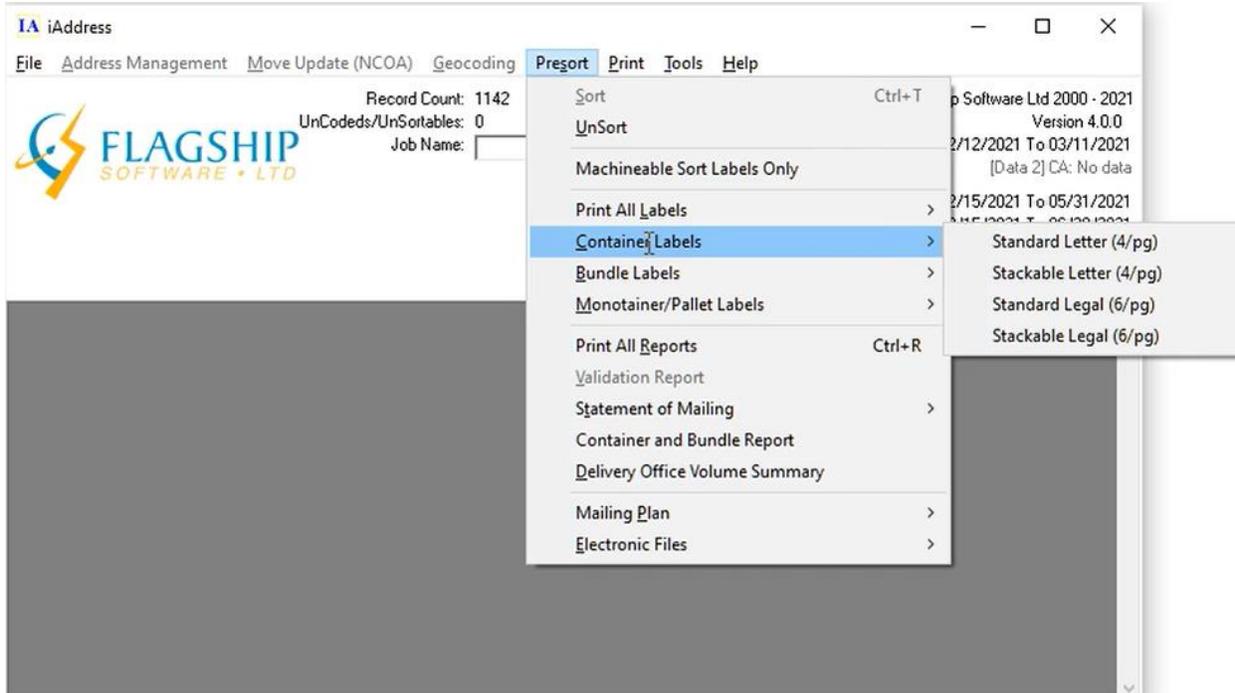
---

Date of Mailing: 2021-03-01 00:00:00  
Run Date of Mailing Summary: 2021-03-01 12:50:55

Mailing Plan ID: EST\_E506007859  
Mailing Type: Postal Code Targeting SH  
Piece Type: STANDARD  
Container Type: Letterflatainer  
Maximum Letters per Container: 394  
Maximum Letters per Bundle: 100  
Piece Length: 0.00 mm / 0.00 In  
Piece Height: 0.00 mm / 0.00 In  
Piece Thickness: 1.00 mm / 0.04 In  
Piece Weight: 20.00 g / 0.71 oz  
Total number of Bundles: 53  
Total number of Containers: 5  
Total Weight: 22.8400 KG / 50.3540 LB

Mailing Summary	Pieces	Price	Total Cost
Special Handling	1142	\$0.38000	\$433.96
SUB-TOTAL	1142		\$433.96
TAX		0%	\$.00
TOTAL			\$433.96

To print the labels please go to container labels in the “Presort” tab and select the size.



A PDF of your container labels will pop up, you can preview the labels and print them.



FIN