


# FEATURE COMPARISON CHART

|   |
|---|
| In-house printing and mailing                 |
| Print and mail, next business day             |
| Self-serve PDF proofing                       |
| Interactive postcard design tool              |
| White label postcard design tool integration  |
| One data submission mails to your entire list |
| Order cancellation capability                 |
| Variable text and images                      |
| HTML formatting of variable text              |
| USPS delivery tracking data                   |
| Prepaid volume discounts                      |

|  | Direct Mail Manager | Lob.com | Click2Mail |
|---|---------------------|---------|------------|
| ✓   |                     |         |            |
| ✓   |                     | ✓       | ✓          |
| ✓   |                     | ✓       | ✓          |
| ✓   | ✓                   |         | ✓          |
| ✓   |                     |         |            |
| ✓   | ✓                   |         |            |
| ✓   |                     |         |            |
| ✓   |                     | ✓       | ✓          |
| ✓   |                     | ✓       |            |
| ✓   | ✓                   |         |            |
| ✓   |                     |         |            |

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