

PreSmart Solutions Launches Revolutionary Web-Based Platform to Reduce \$20 Billion Spent Annually on Undeliverable Mail

PreSmart software empowers compliance-driven companies to ensure their direct mail reaches their recipients the first time, reducing returned mail and waste.

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EINPresswire.com/ -- Former healthcare executive [Ken Goulet](#) has partnered with direct marketing and technology experts to create PreSmart Solutions, a web-based SaaS platform designed to dramatically reduce the number of Undeliverable as Addressed (UAA) mail pieces that cost mailers an estimated \$20B annually. PreSmart Solutions began offering its platform in March 2024.



According to the [United States Postal Service®](#) (USPS), 4.3 billion mail pieces are undelivered each

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First class critical mail remains a vital tool for compliance-driven businesses, but undeliverable mail is a costly issue. Providing corrected lists before mailing reduces waste, rework and expense.”

Ken Goulet, Founder

year due to incorrect or incomplete addresses, which can result in significant direct and indirect costs per piece. PreSmart Solutions provides an easy-to-implement self-service platform that integrates into existing workflows to boost efficiency while reducing overall mailing costs.

Customers will see immediate results each time they "PreSmart" their lists through a custom dashboard that displays list analytics, year-to-date cost savings, industry benchmarks and carbon footprint avoidance. And they will have 1:1 access to PreSmart's expert Postal Solutions Team to interpret USPS mailing reports and regulations, and

provide consultation on address improvement solutions, and incentive programs.

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