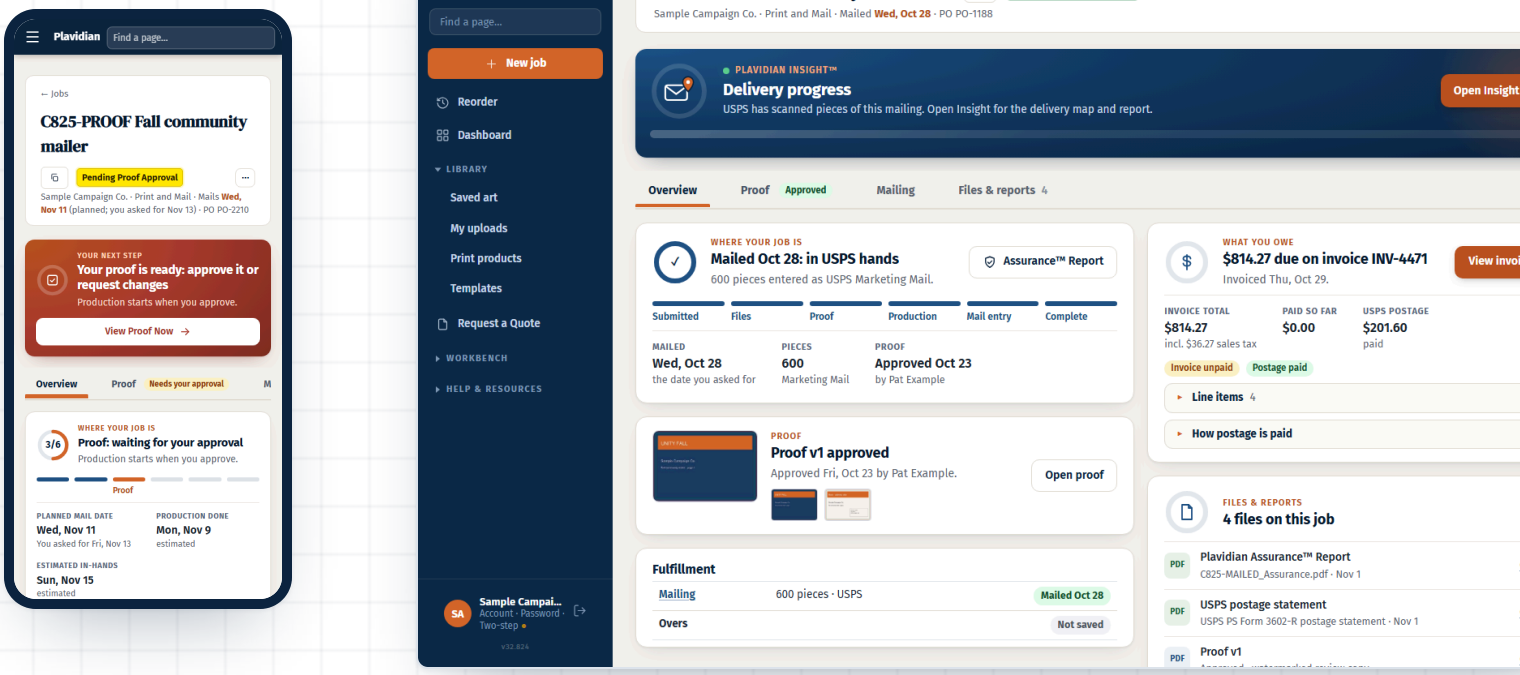
PLAVIDIAN MAILING INTELLIGENCE™ / YOUR PLAVIDIAN ACCOUNT

From plan to mailbox, on one job record.

Printing and direct mail you can plan, approve, verify and track in one place.

Count your audience and price the postage before you print. Approve a proof before anything runs. Then follow your mail from our floor to the USPS scans, on the same job page.



01 PLAN · 02 PRODUCE · 03 VERIFY · 04 TRACK · 05 RESULTS

CLIENT EDITION

What your Plavidian account does for you

HOW IT WORKS

Plan, produce, verify, track and see the results on one job record.

Most printers stop at the dock. Plavidian keeps one record from the first estimate to the last USPS scan, and every result stays on the job in your Plavidian account.

01 FREE ACCOUNT — 02 EVERY JOB — 03 ADD-ON — 04 INCLUDED — 05 ADD-ON

01

Plan

Know your audience and cost



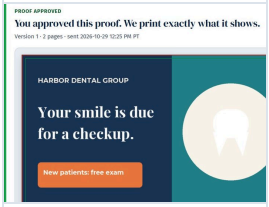
Choose who gets it and estimate the postage before anything prints.

POWERED BY
WORKBENCH · MAILING BLUEPRINT™

02

Produce

Printed and ready to mail



Design or upload artwork, approve your proof, and we prepare the mailing.

POWERED BY
PLAVIDIAN STUDIO™ · PRODUCTION

03

Verify

Confirm each piece ran



Add camera checks for eligible letter-size mail, with reconciliation and reprints.

POWERED BY
PLAVIDIAN SENTRY™ · ASSURANCE

04

Track

See where your mail is



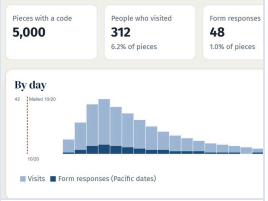
USPS scan activity for addressed mail in your account. EDDM has no barcode, so it gets the Assurance™ Report instead.

POWERED BY
PLAVIDIAN INSIGHT™

05

Results

Who responded, piece by piece



Personal URLs and QR codes measure visits and form responses on postcards, self-mailers and flats.

POWERED BY
PLAVIDIAN RESPONSE™

Since 2008

Print and mail production in Vista, California

Linked to USPS

USPS scans and Informed Delivery campaigns, connected to your job by API

Full-Service

USPS Certified Mail Service Provider

One record

Estimate, proof, production, USPS scans and invoices on the same job

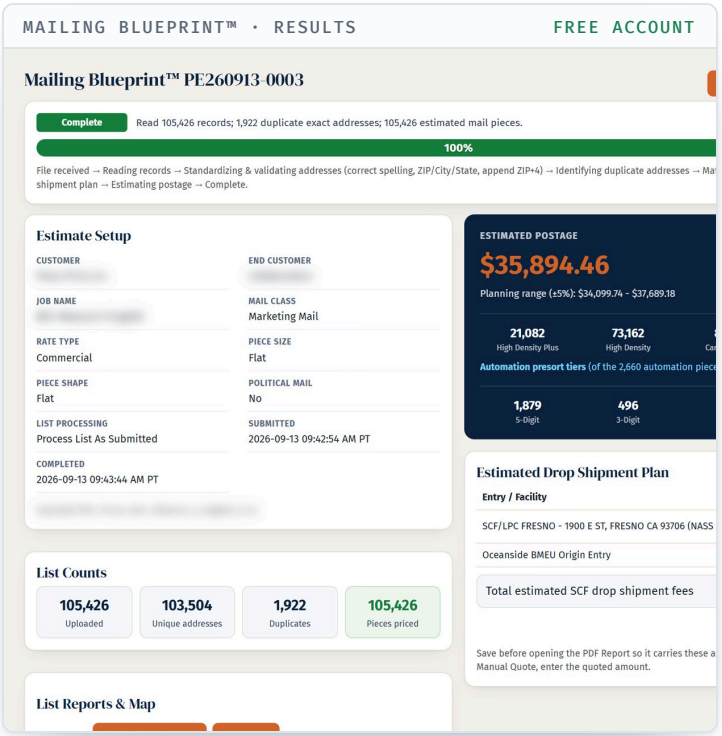
One partner. One workflow. Complete accountability.

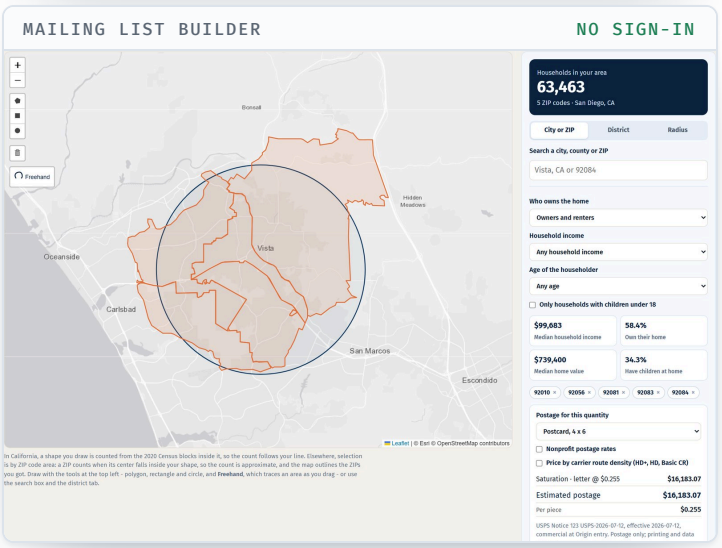
SCREENS SHOWN WITH SAMPLE BUSINESSES AND FIGURES.

01 PLAN · FREE ACCOUNT

Know your audience and your cost before you print.

The Workbench tools count households, map carrier routes and price postage the way USPS will. Several work without signing in; the rest need only a free account.





Mailing List Builder NO SIGN-IN

Count households by radius, ZIP, city or district, with Census demographics. Have it quoted, or order with this list.

EDDM Route Builder NO SIGN-IN

Pick carrier routes on a map and see every residential and business delivery on them.

Mailing Blueprint™ FREE ACCOUNT

Upload your list. Blueprint standardizes the addresses, sorts them into USPS price tiers, estimates postage with a planning range, plans drop shipments and estimates in-home dates.

Dates and deadlines

The Mail Date Planner and In-Home Date Estimator work back from the day you want mail in homes.

Checks before you order

Cost estimates, piece size and weight, a print file check graded A to F, and permit imprint art.

Plavidian Expert™

Ask a mailing question in plain words and get an answer on the spot, any time.

Order online, design for free, and approve a proof before anything prints.

Live prices on every product, with or without an account. Your files are checked first, and nothing goes on press until you approve the proof.

Order online

Postcards, flyers, letters, yard signs, door hangers and more. Price it yourself, pay printing by card, and order Print + Mail as one job.

Plavidian Studio™ FREE

An online designer with the product's bleed, cut and safe lines, Google Fonts, stock photos and a permit imprint panel. It opens PDF, AI, EPS, SVG, PSD and TIFF files.

Artwork check, A to F

Uploads are graded for trim, bleed, resolution and color, with one-step fixes to make the file print-ready.

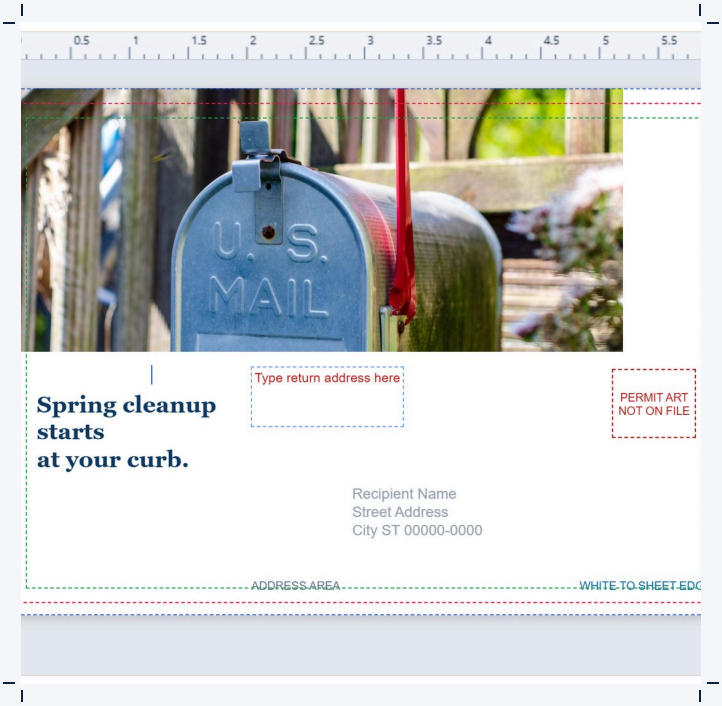
Proofs you approve

Zoom in, see a 3D preview, approve or request changes, or send the proof to a colleague. Downloads are watermarked review copies.

Order again

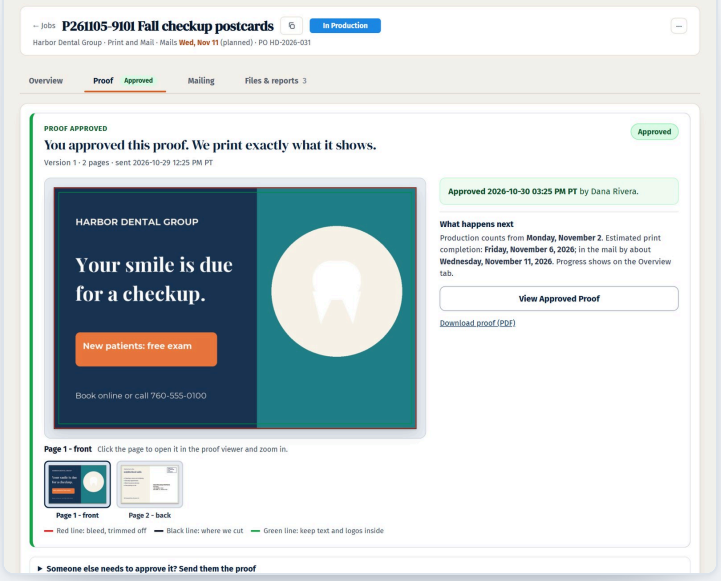
Reorder carries the approved art and, for mailings, the list. Saved art reopens in Studio for a quick change.

> Plavidian doesn't offer full design services. We review your files for printability and mail rules, and Studio is free to use.



PLAVIDIAN STUDIO™ · POSTCARD WITH GUIDES

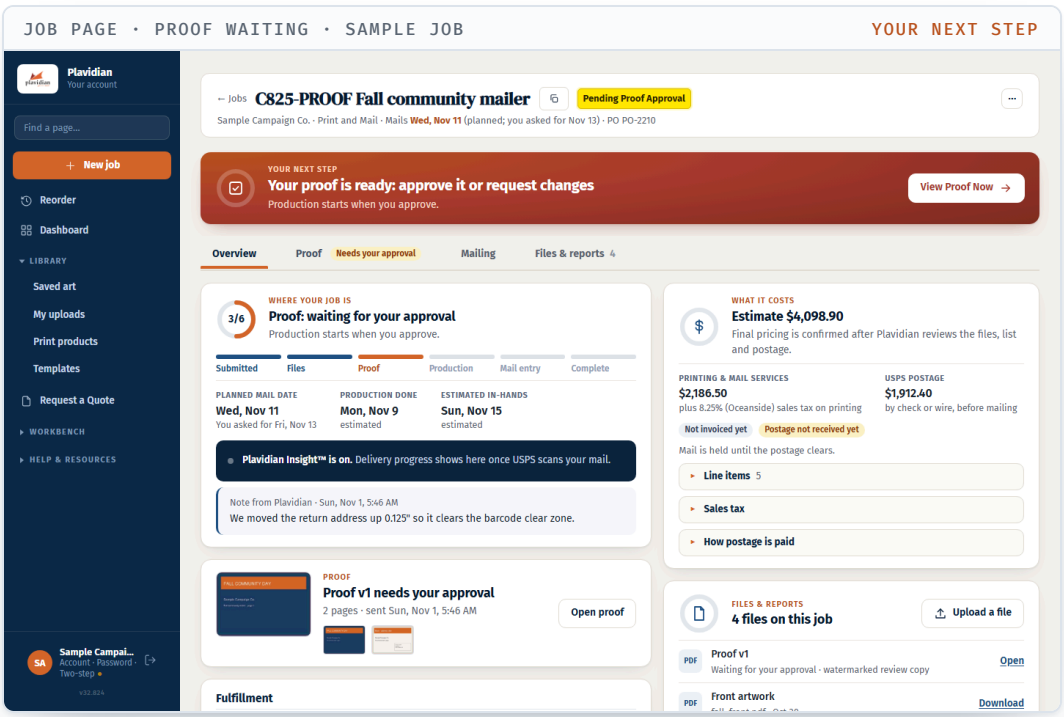
PROOF TAB · SAMPLE JOB — APPROVED

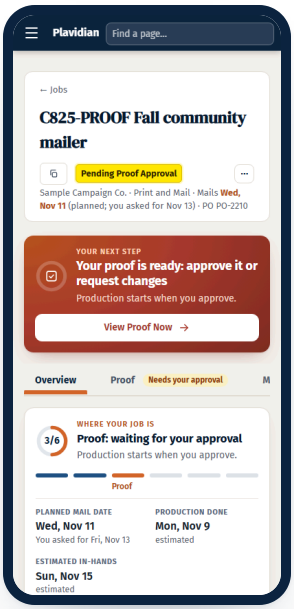


YOUR ACCOUNT

Every job on one page, with the next step on top.

Six steps from Submitted to Complete. When something needs you, a proof, a PO, a mail date or a payment, it waits at the top of the page and in your email.





SAME PAGE ON A PHONE

Status you can read

A step rail, planned dates and notes from Plavidian, with tabs for the proof, mailing, files and reports.

Your team

Invite logins for your staff, limit a login to its own jobs, and keep an address book for shipments.

Secure sign-in

Two-step sign-in and Face ID passkeys. Files with personal data go up through secure upload links.

PAYING FOR A JOB

Printing by card

Pay printing online by card. Any card fee is shown before you pay.

Pay by check online

Sign a check authorization online and pay one invoice or several at once.

Postage by check or wire

USPS postage is paid by check or wire. Mail is released to USPS once postage has cleared.

03 VERIFY · ON OUR FLOOR

Printed, addressed and checked in our Vista plant.

Our floor runs on Plavidian Forge, our own production software. Your job's files, tickets and status move from your job page to the machines and back, so what you see online is what is happening on the floor.



Production you can follow

Each job carries its job number through tickets, labels and floor scans, so its status updates as it moves.

Addressed for the best postage

Lists are standardized and presorted, and each piece gets an Intelligent Mail barcode. Move updates (NCOA) are an option.

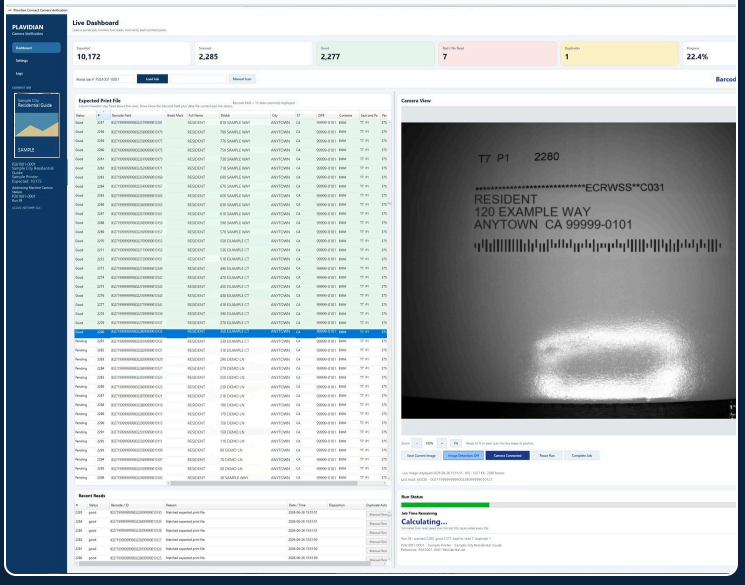
Plavidian Sentry™ ADD-ON

On eligible letter-size mail, a camera reads each piece against your print file. Missed or duplicate pieces are pulled and reprinted, and the counts reconcile to your list.

Ready for USPS entry

Trays and pallets are tagged for entry, and the mailing's electronic files go to USPS and into Insight.

PLAVIDIAN SENTRY™ · LIVE DASHBOARD · SAMPLE JOB VERIFYING



Campaign Mail Assurance™ Report

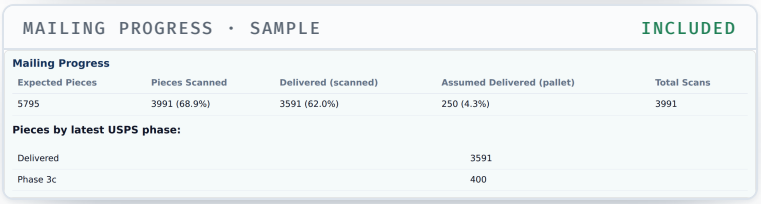
The documented record of your mailing: camera read rate, verified rate and list reconciliation on Sentry-verified mail, and proof that an EDDM mailing was delivered to USPS.

04 TRACK · INCLUDED

See where your mail is, day by day.

Plavidian Insight™ is included on addressed mail. As USPS scans your pieces, the delivery curve, map and in-home window fill in on your job.





Delivery curve and map

Pieces delivered by day against your in-home window, and where they landed.

Updates by email

Notes when your mail is with USPS, landing, and delivered.

Reports to share

An Insight report PDF, spreadsheets and a share link for your team or client.

Plavidian Impression™ ADD-ON

Informed Delivery campaigns put a color preview of your piece in recipients' daily USPS email. You approve the preview online first.

LINKED TO USPS BY API

- **Informed Visibility®** scans reach your job every hour.
- **Informed Delivery®** campaigns go to USPS from your job, with images made from your artwork.

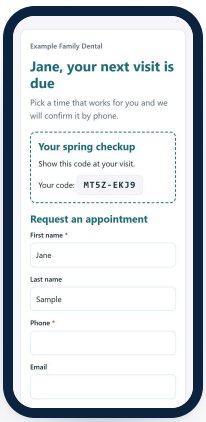
05 RESULTS · ADD-ON

Know who responded, piece by piece.

Plavidian Response™ prints a personal URL and QR code on each postcard, self-mailer or flat. Each one opens a response page you build from blocks, and every visit and form reply is counted back to the piece that brought it.

- Response pages built from blocks, with your brand
- Visits and form responses by day, on your job
- Results you can download for follow-up





GET STARTED

Three ways to start a job.

Pick the path that fits. Every one ends on a job page in your Plavidian account.

SIMPLE PRINTING

Order online

Pick a product, see your price, upload or design the art, and approve a proof. No account needed.

Order online →

A LIST OR ROUTES

Plan a mailing

Your own list, every home on chosen routes, or a list we build for your area. Tracking is included on addressed mail.

Plan a mailing →

COMPLEX OR DEADLINE-DRIVEN

Get a quote

Send the piece, the list and the date. A mail specialist replies with pricing or a couple of questions.

Get a quote →

FREE TOOLS, NO SIGN-IN

- Build a mailing list
- Choose EDDM routes
- Estimate arrival dates
- Plan mailing deadlines
- Estimate direct mail cost
- Check a print file
- Check piece size and weight
- Design in Studio

WITH A FREE ACCOUNT

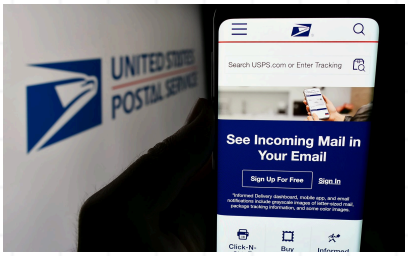
- Mailing Blueprint™
- Clean an address list
- Plan drop shipments
- Permit imprint art
- Preflight and fix artwork
- Split PDF pages



FOLDING LINE, VISTA PLANT



TO THE MAILBOX



INFORMED DELIVERY PREVIEWS

TALK TO A MAIL SPECIALIST

Plavidian · print + mail

Book a phone or video consultation at plavidian.com, or sign in with Client login.

PHONE	760-666-3130
EMAIL	info@plavidian.com
WEB	plavidian.com
PLANT	2210 E Vista Way Ste 6, Vista, CA 92084