

2021 Earned Value Mailpiece Qualification Tips Webinar

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Does My Mailpiece Qualify?



Reply mail pieces are counted during the promotion period (April 1 – June 30): only ***Business Reply Mail, Courtesy Reply Mail and Share Mail pieces*** will qualify (Permit Reply Mail is excluded from the promotion).

What Is Business Reply Mail?

Business Reply Mail® (BRM) is a domestic service that allows businesses with a permit to provide customers with a convenient, prepaid method for replying to a mailing. BRM pieces can include postcards, envelopes, self-mailers, flats, and labels.

Note: The ONLY type of Business Reply Mail that is eligible for this promotion is Business Reply Mail (BRM) Letter Mail.



Who Frequently Uses Business Reply Mail?

- Direct marketers seeking to encourage orders
- Researchers seeking survey response data
- Publishers soliciting subscriptions
- Businesses collecting receipts or documents from employees



What Is Courtesy Reply Mail?

Courtesy Reply Mail[®] (CRM) consists of pre-addressed postcards or envelopes that the mailer provides to customer, both to expedite their responses and to provide more accurate delivery. It differs from BRM in that no fees are required and the respondent is responsible for applying the correct postage.

Note: The ONLY type of Courtesy Reply Mail that is eligible for this promotion is Courtesy Reply Mail (CRM) Letter Mail.



What Is The Benefit Of Providing A Courtesy Reply Envelope?

- Processed and delivered faster by the Post Office
- Providers of return envelopes get remittance faster for optimum cash flow
- Save the time required to find an envelope, look up an address, and then write or type the address
- Customers with correctly addressed return envelopes do not make addressing errors that can delay returns
- Donors return payments and pledges faster when supplied with a return envelope

What Is Share Mail?

Share Mail® is a customized direct mail product that works like a word of mouth marketing tool. Mailers and customers can communicate and relay messages to each other through a postcard or letter sent from a USPS commercial mailer without having to affix a stamp.



How Can Share Mail Be Used?

- Empower your customers to share your message
- Drive store traffic
- Increase the referrals to your business
- Create viral messaging between recipients to generate excitement about your brand

How Share Mail can start a conversation among multiple people:



1. You send customers a mailpiece that includes one or more Share Mail postcards.
2. Your recipient sends those postcards to anyone else they think might be interested.
3. The Share Mail recipients receive your postcard, your message, and your call to action.

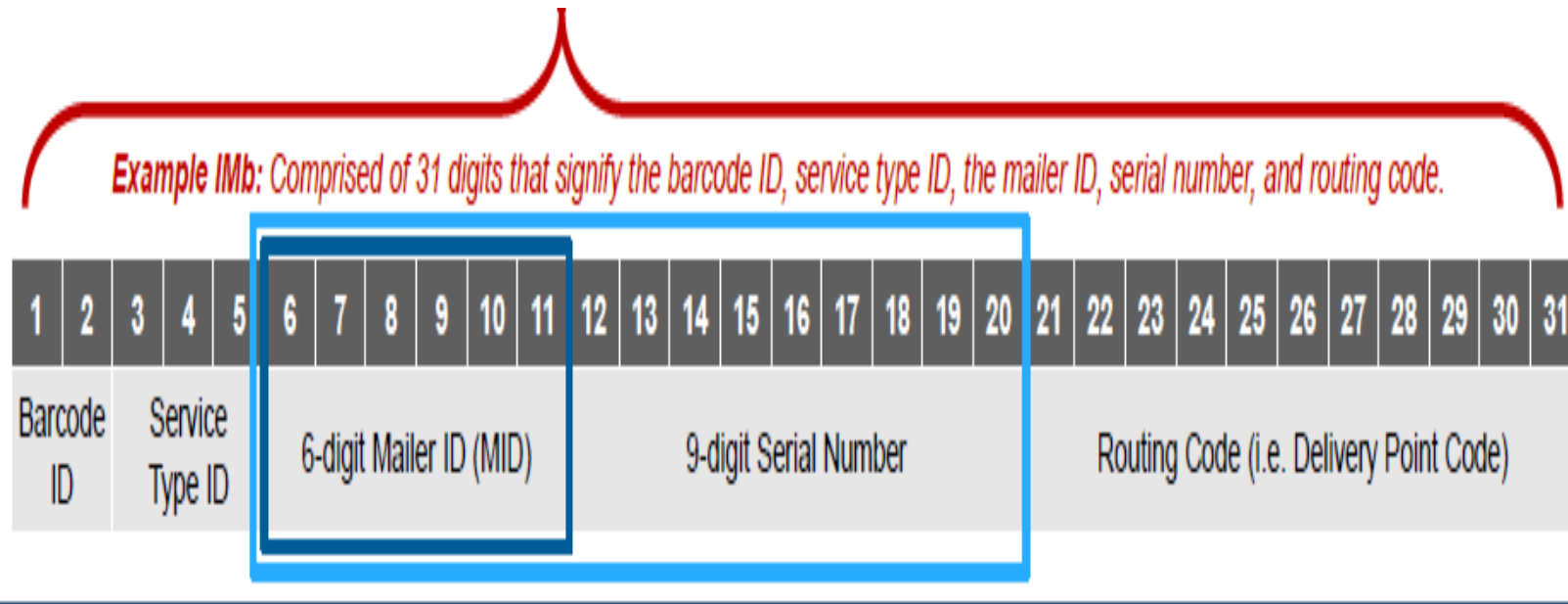
Does My Barcode Qualify?

The **Intelligent Mail barcode (IMb)** on your reply pieces must be properly formatted to be counted correctly. We recommend you review the barcode on each of your reply pieces that are sent as enclosures.



What Is The Intelligent Mail Barcode (IMb)?

The **Intelligent Mail barcode (IMb)** is a 65- bar Postal Service barcode used to sort and track letters and flats. It allows mailers to use a single barcode to participate in multiple Postal Service programs simultaneously, expands mailers' ability to track individual mailpieces, and provides greater mail stream visibility.



What Does The Intelligent Mail Barcode Consist Of?

- The **Barcode ID** is an identifier field that should be “00” (zero-zero) with one exception: automation-price eligible flat mail bearing a printed optional endorsement line (OEL).
- The **Service Type Identifier (STID)** is a 3 digit numeric code used with the Intelligent Mail barcode (IMb) on a mailpiece that identifies what type of mail class to use, address correction option, use of IMb Tracing™ and whether the mail contains a Full Service or Basic IMb.
- The **Mailer Identifier (MID)** is a 6 digit or 9 digit numeric code the USPS assigns to a Mail Owner or Mail Service Provider based on mail volume.

What Does The Intelligent Mail Barcode Consist Of?

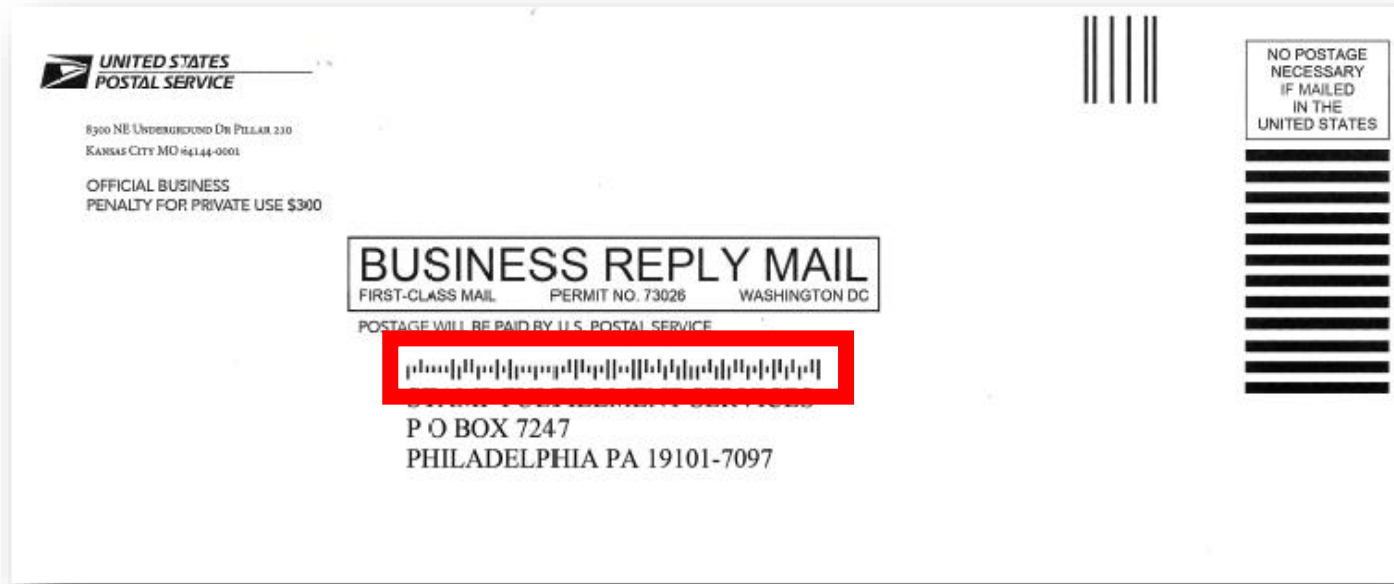
- The **Serial Number** in conjunction with the MID and class of mail, can uniquely identify the mailpiece.
- The **Routing Code** can contain a 5-digit ZIP Code™ 9 digit ZIP+4® code, or 11 digit delivery-point code.

We recommend that you verify that the barcode on your reply pieces meet the Earned Value Program requirements and use the correct MIDs and STIDs.

What Are The BRM Requirements?

The Intelligent Mail Barcode (IMb) on all BRM pieces must contain

- The barcode ID
- Service type ID (STID)
- Mailer ID (MID)
- Correct ZIP +4 routing code



What Are The CRM Requirements?

The Intelligent Mail Barcode (IMb) on all CRM and BRM pieces must contain

- The barcode ID
- Service type ID (STID)
- Mailer ID (MID)
- Correct 11- digit routing code with delivery point



What Are The Share Mail Requirements?

The Intelligent Mail Barcode (IMb) on all Share Mail pieces must contain

- Mailer ID (MID)
- Service type ID (STID)
- Facing Identification Mark (FIM)
- Indicia



What STIDs Qualify For The Earned Value Promotion?

CRM and BRM STIDs

Courtesy Reply STIDs	Business Reply STIDs
703, 050, 070, 030	708, 052, 072, 032

Note: STID 700 is NOT valid for Courtesy Reply and envelopes containing this STID will NOT be counted for the promotion.

Share Mail STIDs

Share Mail STIDs
733 and 734

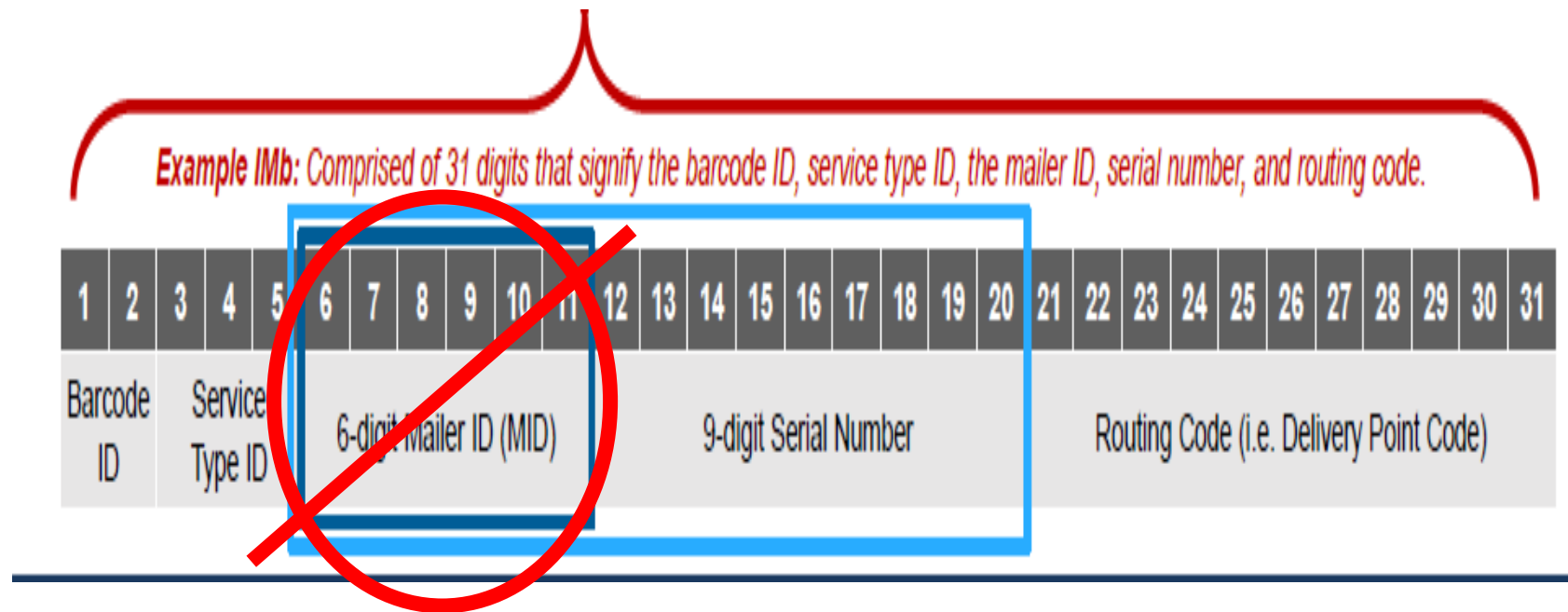
How Can I Verify The MIDs and STIDs?



You can verify that you are using the correct **MID(s)** and **STID(s)** on your reply pieces by contacting the Mailpiece Design Analyst (MDA) at either 855-593-6093 or mda@usps.gov. You will need to email a PDF of each of your reply pieces requesting verification of the MID and STID.

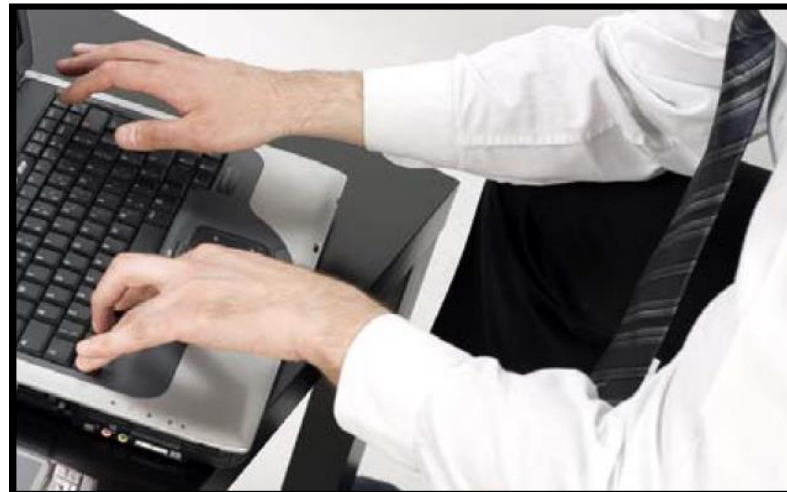
Do I Have An Origin IMb MID?

If you **DO NOT** have a **MID** in your **barcode** on your **BRM** and **CRM** mailpieces then this is considered an **Origin IMb MID** and you will need to follow a ***separate process to register*** for this promotion. Contact the EV Program Office for these instructions at EarnedValue@usps.gov



What Resources Are Available For Designing Reply Mail?

- The **Automated Business Reply Mail (ABRM) Tool** is an online self-service tool located on the Business Customer Gateway (BCG) that allows mailers to:
 - Design and create camera-ready reply mail artwork
 - Download artwork files in PDF and EPS formats
 - Store them in a library for future use



What Resources Are Available For Designing Reply Mail?

Before Using The ABRM Tool:

- Get a Mailer ID (MID) from the Business Customer Gateway (BCG) at: <https://gateway.usps.com>
- Get a Business Reply Mail *Posta/One!* Permit Number for BRM and QBRM pieces
- Get a USPS assigned BRM/QBRM Zip + 4® Code for BRM and QBRM pieces
- Get a **business** account in the Business Customer Gateway

What Resources Are Available For Designing Reply Mail?

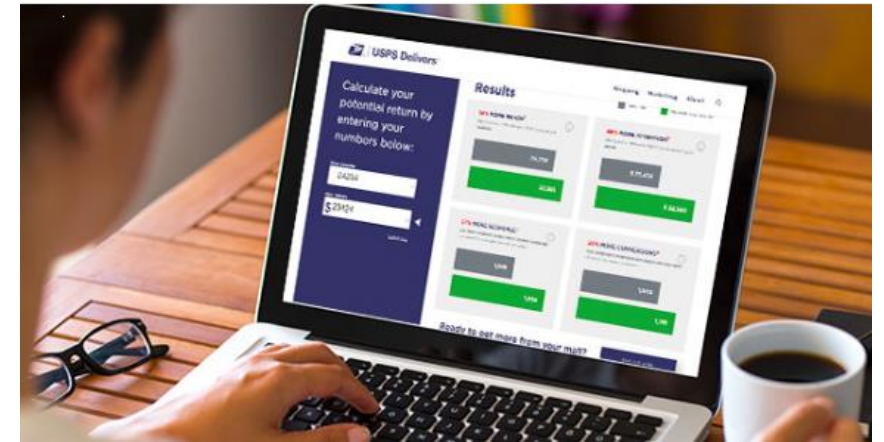
Steps To Finding The ABRM Tool:

- Go to the “**Business Customer Gateway**” (BCG) at:
<https://gateway.usps.com>
- Select “**Mailing Services**” from the left menu of the Welcome (Landing) Page.
- Go to the “**Automated Business Reply Mail Tool (ABRM)**” in the list displayed and click “**Go to Service**”.

What Resources Are Available For Designing Reply Mail?

- The **Mailpiece Design Analyst Support Center** connects mailers with a **Mailpiece Design Analyst (MDA)** who will provide assistance and evaluations of mailpiece design.

- Technical mailpiece design questions
- Mailpiece analysis and physical review
- ABRM tool assistance and reply mail artwork requests
- Provide information on Intelligent Mail



What Resources Are Available For Designing Reply Mail?

The Mailpiece Design Analyst (MDA) Can Be Reached:

- The MDA Support Center hours of operation are Monday through Friday between 7:00 am - 5:00 pm CT.
- Telephone Number is 855-593-6093
- Email is mda@usps.gov



Questions



Any questions concerning the 2021 Earned Value Mailpiece Qualification Tips Webinar can be directed to the Program Office at: EarnedValue@usps.gov