# **National PCC Meeting**

# Locking in on Every Door Direct Mail: How to Get Mailing

May 27, 2021





### **Agenda**

- What is EDDM?
- EDDM Retail vs EDDM BMEU
- EDDM Online Tool
- Getting Started
- Resources
- Questions



## What is Every Door Direct Mail (EDDM)?

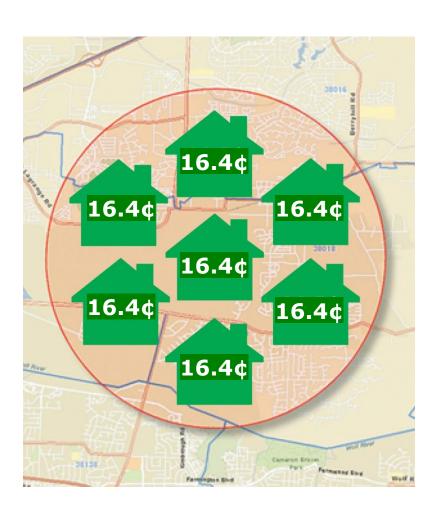
# EVERY DOOR DIRECT MAIL

An efficient and affordable service for businesses that want to target specific customer bases in their local market simply and efficiently.

- Easy-to-Use High-Tech Solution
- Low Tech Mail Process



#### Why should mailers choose EDDM?



- A cost-effective way to mail
- Reach every relevant address in the target market
- Easy to prepare with the USPS online mapping tool



#### **Direct Mail Advantages**



84%

of consumers pick up their mail at their first opportunity - 77% review it immediately

74%

of consumers read through Direct Mail or coupon booklets nearly every time received

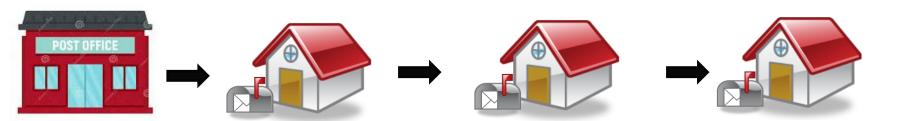
**57%** 

tried new product / service / establishment in past 6 months after receiving Direct Mail – 68% of Millennials



#### **Key Benefits of EDDM**

- Reach every address in the selected area without having to know or print customer names and addresses
- No postage permits required (EDDM Retail only)
- Plenty of room for mailer's message ideal for announcing sales, sending coupons and more
  - Range of sizes: popular options are postcards (6.5"x9"), oversized postcards (8.5"x11"), and tri-fold menus (4.25"x14")
- As close as the local Post Office





#### Who Should Use EDDM

EDDM is Good for:	EDDM is not the best option for businesses where:
■ Retailers	■ Proximity to business is irrelevant
<ul><li>Auto dealerships and services</li></ul>	■ Product/Service is highly specialized
<ul><li>Restaurants</li></ul>	■ Personalization is necessary
■ Dry cleaners	<ul><li>Customers have specific</li></ul>
■ Local health clinics	demographics and/or psychographics
<ul><li>Real estate agents</li></ul>	
■ Schools	<ul> <li>Communications used for loyalty programs</li> </ul>
■ Franchises	



#### **EDDM Benefits for Businesses**

A cost-effective way to saturate a localized area or neighborhood and get marketing messages directly into the hands of consumers.



#### **EDDM allows businesses to:**

- Target a local market
- Build more customer traffic
- Find new customers
- Increase revenue
- Reduce mail preparation costs



#### **Business Owners can use EDDM to:**

- Promote sales and events
- Announce Grand Openings
- Send coupons and special offers
- Send out local mailings or national campaigns





#### What kind of results can businesses gain?





"Every other month I send out 5,000 menus, and this year versus last year we are up 22%."

Daniel F.
 Franchisee
 Vocelli<sup>®</sup> Pizza







## EVERY DOOR DIRECT MAIL

Every Door Direct Mail – mail is entered at a Business Mail Entry Unit (BMEU) where the mailing permit is held.

# EVERY DOOR DIRECT MAIL RETAIL

■ Every Door Direct Mail RETAIL – mail is entered at the local Post Office that serves the surrounding neighborhoods.



	EVERY DOOR DIRECT MAIL	EVERY DOOR DIRECT MAIL RETAIL
Piece limit	200 minimum No maximum	200 minimum 5,000 piece limit, per ZIP Code, Per Day
Classes	Marketing Mail Flats, Letters	Marketing Mail Flats
Weight Limit	15.994 ounces	3.3 ounces
Permit and Fee	Permit and mailing fee	No permit or mailing fee
Indicia	Bulk Mail Permit	Retail indicia
Entry Point	Bulk Mail Entry Unit (BMEU)	Destination Delivery Unit (Post Office)



**Pricing: Effective Jan 2021** 

Entry	EDDM BMEU (Flats 4oz or less)	EDDM BMEU (Letters)	EDDM Retail
Delivery Destination Unit (DDU)	\$.164	n/a	\$.192
Destination Sectional Facility (DSCF)	\$.180	\$.179	n/a
Destination National Distribution Center (DNDC)	\$.187	\$.186	n/a
None	\$.225	\$.224	n/a



#### **Payment Types**

#### EDDM<sup>®</sup> Retail

- Mailpieces include the EDDM<sup>®</sup> Indicia
- Payment Online Credit Card Only
- Payment at Post Office at time of mailing
  - Cash, Check or PIN Debit Card
  - Metered Postage Credit Card
- Payment methods NOT accepted for EDDM Retail
  - Trust fund / permit imprint account payments

#### **BMEU**

- Payment methods accepted at BMEU
  - Permit imprint account payments

PRSRT STD ECRWSS U.S.POSTAGE PAID EDDM Retail

PRSRT STD
U.S. POSTAGE
PAID
CITY, STATE
PERMIT NO. XXX



#### **EDDM Online Tool**



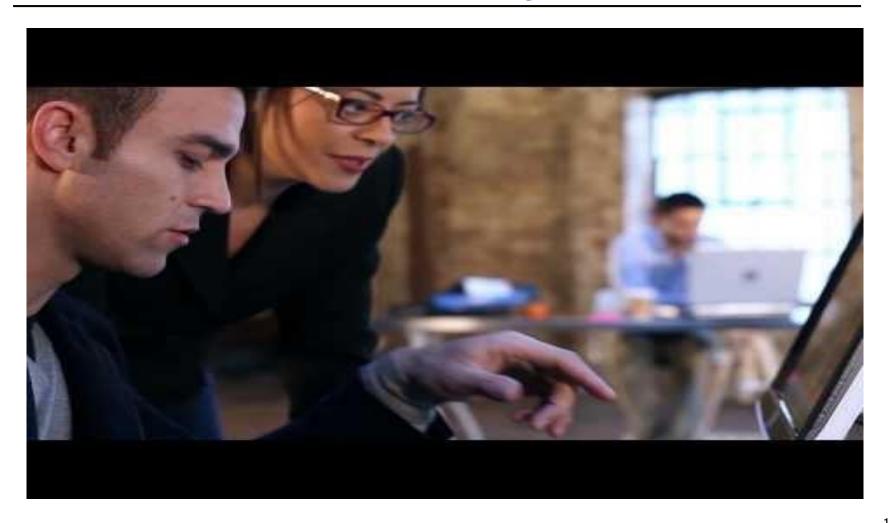
With this tool, mailers are able to...

- Identify carrier routes
- Use Demographics to refine search
- Determine number of pieces to send
- Create necessary documents
- Calculate and pay for postage in real time

Access the tool at <u>usps.com/everydoordirectmail</u>



# **Get Started Today Online!**





#### **Get Started Online: EDDM Retail**

#### Mailings are taken to the local Post Office® retail unit

- Register or login via the <u>Business Customer Gateway</u> to access the online tool
- ➤ Mail pieces limited to USPS Marketing Mail<sup>™</sup> flats only
- Each mailpiece must be at least .007 thick (approx. 3 sheets of copy paper) and cannot exceed 3.3 ounces
- Each mailpiece must display Every Door Direct Mail® Retail indicia or permit imprint
- Documents provided to take to the Post Office
- More information please visit Every Door Direct Mail Retail





#### **Get Started Online: EDDM BMEU**

# Get Started With

# Mailings are prepared for processing at a Business Mail Entry Unit (BMEU

- Must have an active USPS Marketing Mail® permit number
- Must register or log in via the <u>Business Customer Gateway</u> to access the online tool
- Appropriate documentation will be provided to take with your mailing to the Post Office
- Mailings must be entered at the BMEU where the permit is held
- Mailings entered at the BMEU and dropped at a local Post
   Office must be accompanied by PS Form 8125
- Postage rates may vary
- More information available at <u>Every Door Direct Mail</u> website

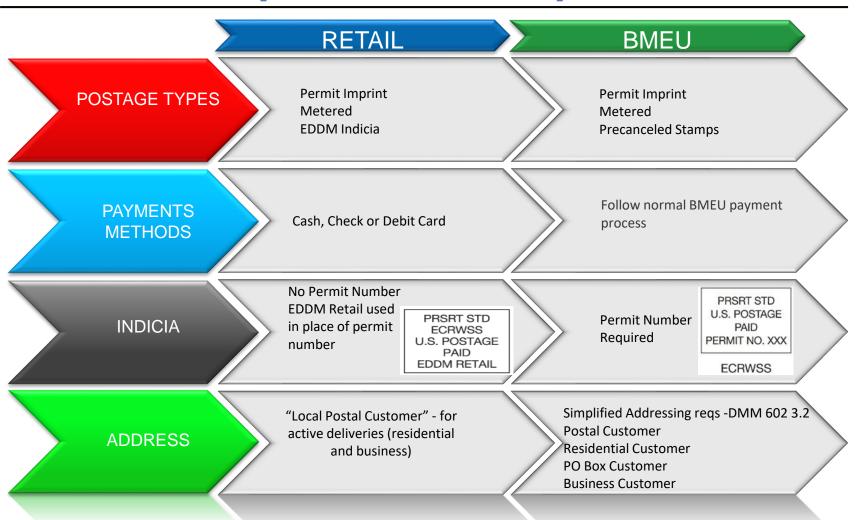


## **Recap - EDDM Comparison**

	RETAIL		BMEU
ENTRY OFFICE/ LOCATION	Post Office ser delivery ZIP	_	BMEU where Permit is held For DDU entry discounts, mailer must submit mail with PS Form 8125 and deposit mail at delivery office after acceptance
CLASS OF MAIL AND PROCESSING CATEGORY	Marketing Ma	eil - Flats	Marketing Mail – Flats, Irregular Parcels Periodicals - Must be claimed on PS Form 3526 Bound Printed Matter Flats
PIECE WEIGHT	3.3 ounces of	or less	Based on Class of Mail/Processing Category
MAXIMUM PIECE COUNTS	5,000 mailpiece	es per day	Not Applicable



## **Recap - EDDM Comparison**





## **Recap - EDDM Comparison**

#### **RETAIL BMEU** Per DMM requirements for Class of Bundled with a Facing Slip Mail/Processing Category **PREPARATION** Pieces must be bundled with Facing Bundle size if 50 to 100 pieces Slip Postage Statement based on PS Form POSTAGE STATEMENT 3602-R or 3602-N and 3605-R PS Form 3587 - Every Door **DOCUMENTATION** Mailer must complete Carrier Route Direct Mail (EDDM) Retail Simplified Addressing section of the Postage Statement ECRWSS must be ECRWSS must be **MARKINGS ON** in the address area OR in the address area OR **MAILPIECES** within or below the permit indicia within or below the permit indicia



#### **Additional Resources**

- Learn about Every Door Direct Mail by visiting the EDDM website
- Access Online Mapping Tool <u>here</u>
  - Register on <u>USPS.Com</u>
- Small Business Support Center
  - **1-877-747-6249**



# Thank you!