Questions From 2017 Earned Value Promotion Webinar on October 26, 2016

How can we get a copy of this power point?

The powerpoint will be located on RIIBS at
https://ribbs.usps.gov/index.cfm?page=mailingpromotions

Will there be meeting notes attached to the power point so I can share with my internal team?

Yes, there will be meeting notes attached to the power point.

Do we need to supply samples to the BMEU?

No, you do not need to supply samples to the BMEU.

Do we need to supply the local BMEU with any documentation similar to the Personalized Color Transpromo Promotion?

The only documentation that you will need to supply the local BEMU with is the Postage Statement via Postal Wizard, Mail.Dat, or Mail.XML. On the Postage Statement you will enter "RR" as the promotion code which will instruct the PostalOne! to use the credits from the permit(s) that you requested. If you are using Postal Wizard, you will use the drop-down menu to select the Earned Value Promotion when completing the fields for what incentive you want to apply to that mailing.

How do you use the credits?

To use the credits, you will need to submit your Postage Statement via Postal Wizard, Mail.Dat, or Mail.XML. On the Postage Statement you will enter "RR" as the promotion code which will instruct the PostalOne! to use the credits from the permit(s) that you requested. If you are using Postal Wizard, you will use the drop-down menu to select the Earned Value Promotion when completing the fields for what incentive you want to apply to that mailing.

How do you use the credits when you use a Meter?

If a mailer has selected a Metered permit the credits can only be applied to postage balances that are due at the time of mailing and cannot be credited to metered amounts. Mailers who wish to use the credits and use a Meter must apply a reduced promotion amount to each piece in the mailing. They must claim the Earned Value Promotion as "RR" in the CCR field or choose the Earned Value Reply Mail Promotion in the drop-down menu in the Postal Wizard. The mailer then uses the credit to pay for the remaining postage. The VAR/CVAR mailers, all options are available: "Lowest", "Correct", and "Neither". For all other mailers, the only option is "Neither".

I am a MSP; can I register for my customer?

A MSP may register for their customer if the MIDs and associated permit(s) accounts belong to the MSP. If a MSP registers his/her permit(s) and the credits are applied to those permit(s), it is between the MSP and their customer to decide how those credits are distributed.

Does the mailing have to have 100% of the CRE or BRM in the mailing or can the mailing have selective inserts?

The mailing can have CRM, BRM, and Alternate Postage mailpieces in the mailing.

So if i have a mailing of 1,000 pieces and only 900 have the Courtesy Reply mailpiece this would still qualify?

BRM, CRM, and Alternate Postage pieces that customers enter in to the mailstream and have a valid Intelligent Mail® barcode (IMb®) with a registered MID will be counted. At the end of each quarter, the earned value assigned to the BRM on each MID will be multiplied by total BRM pieces counted. The earned value assigned to the CRM on each MID will be multiplied by the total CRM pieces counted. The earned value assigned to the Alternate Postage on each MID will be multiplied by the total Alternate Postage pieces counted. Once the participant accepts to their credits in the Business Customer Gateway (BCG) *the earned credits* will be applied to the enrolled permit(s). The participant can apply the earned credits to future mailings of First-Class Mail® Presort and Automation cards, letters and flats, and Standard Mail® letters and flats.