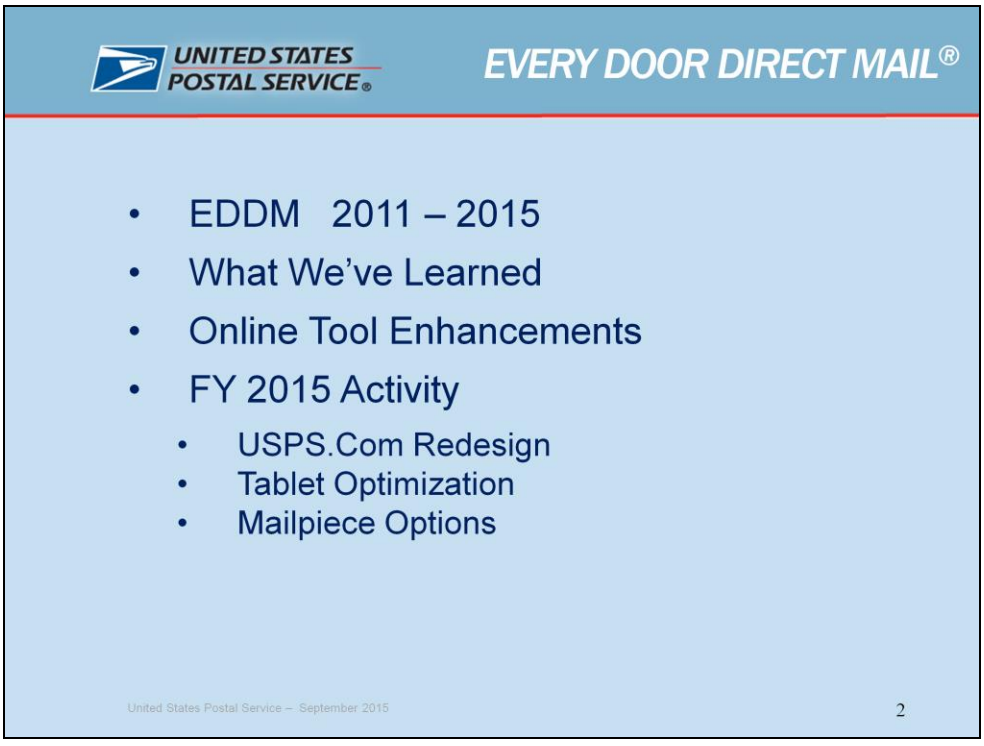
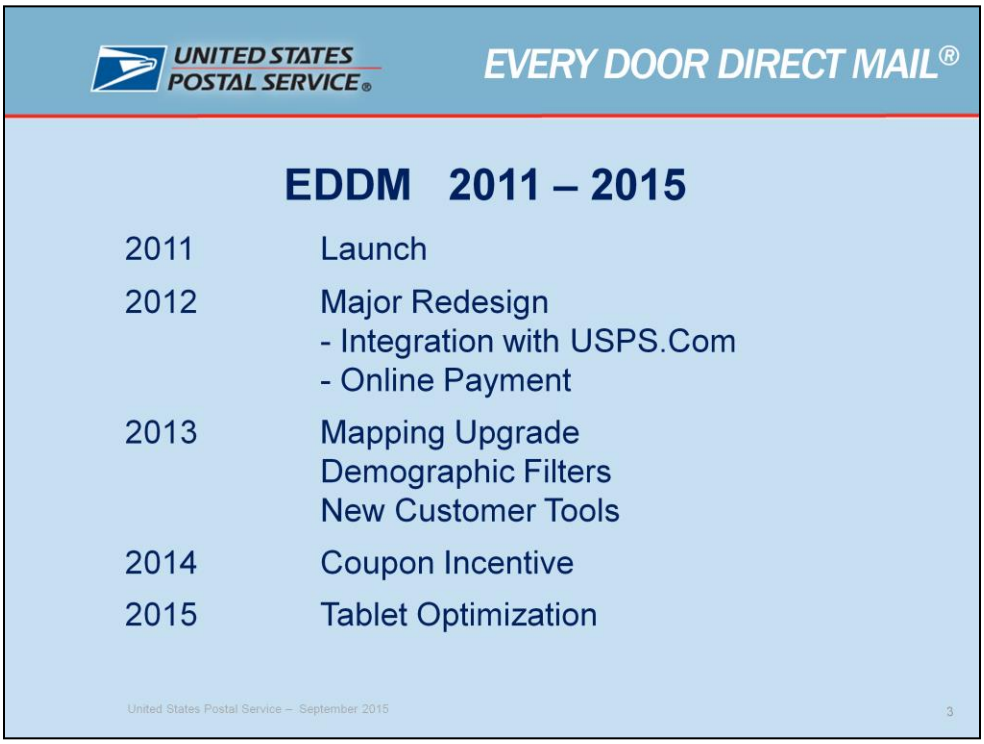
Today's presentation will focus on Every Door Direct Mail (EDDM).

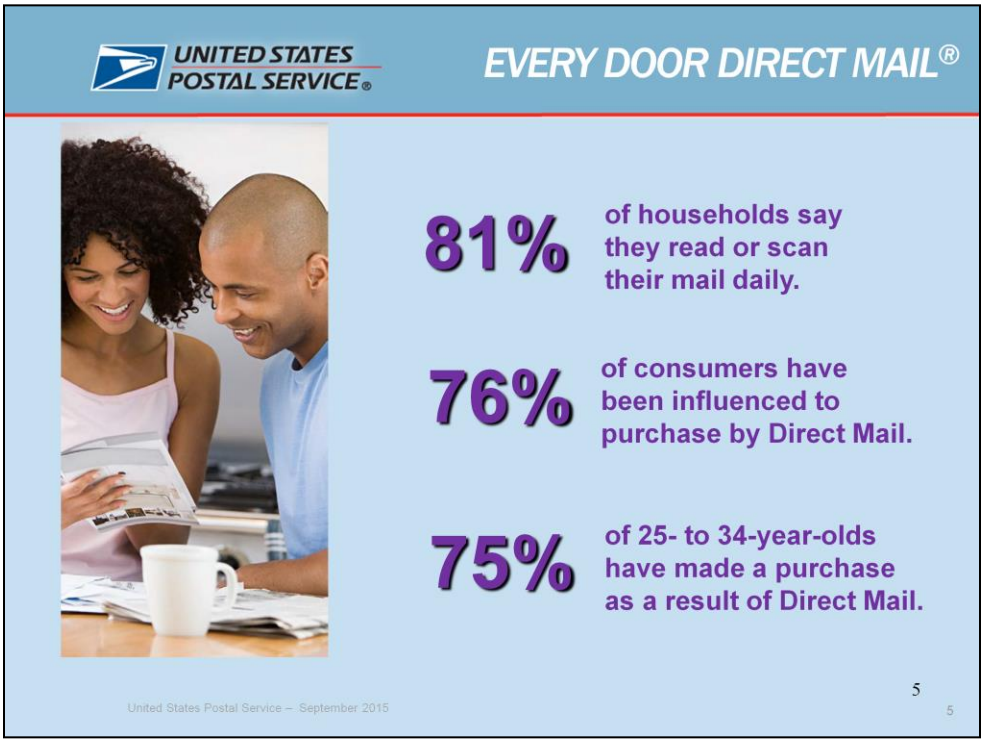


During this webinar, we'll discuss the benefits of Direct Mail as a marketing channel . I'll show you what Every Door Direct Mail is, and show you how to start reaching every address in the neighborhoods around you with the online tool.

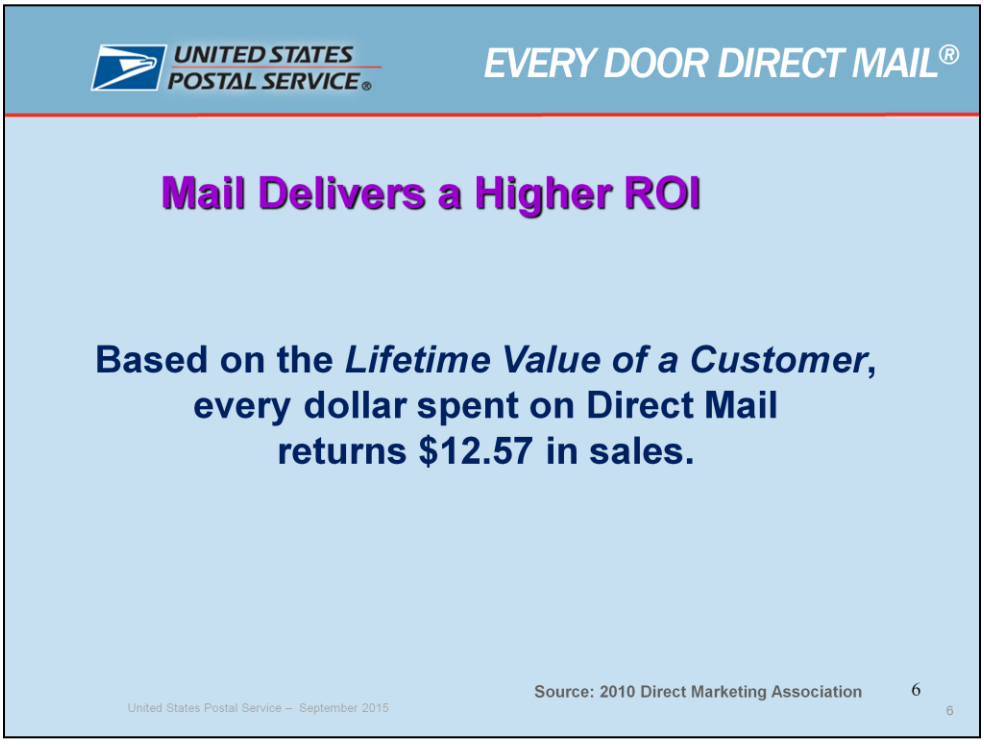


First, lets take a look at the history of EDDM, including the launch of the product in 2011 to today, where we have optimized the EDDM tool for use on a tablet. We've come a long way since EDDM was first introduced.

So what have we learned since EDDM was launched? [Speak to bullet points]



Is awareness one of your goals? If so, you should definitely consider Direct Mail since 81% of recipients read or scan their mail daily.



With such high readership, mail drives a higher ROI than almost any other medium.

What is EDDM? [Read definition on screen]

There are two options of using EDDM. One option is the Retail option and the other is the BMEU option. BMEU (read bullet), Retail (read bullet),

We will go over the Retail Option in detail today as this option is the one where you will focus your selling efforts. You should be focusing on customers/businesses that are NEW to the mail. Customers that may have shied away from Direct Mail because of it's complexity or cost. Additionally, your focus is going to be on businesses that have an interest in doing geographical marketing – not marketing using targeted mailing lists.

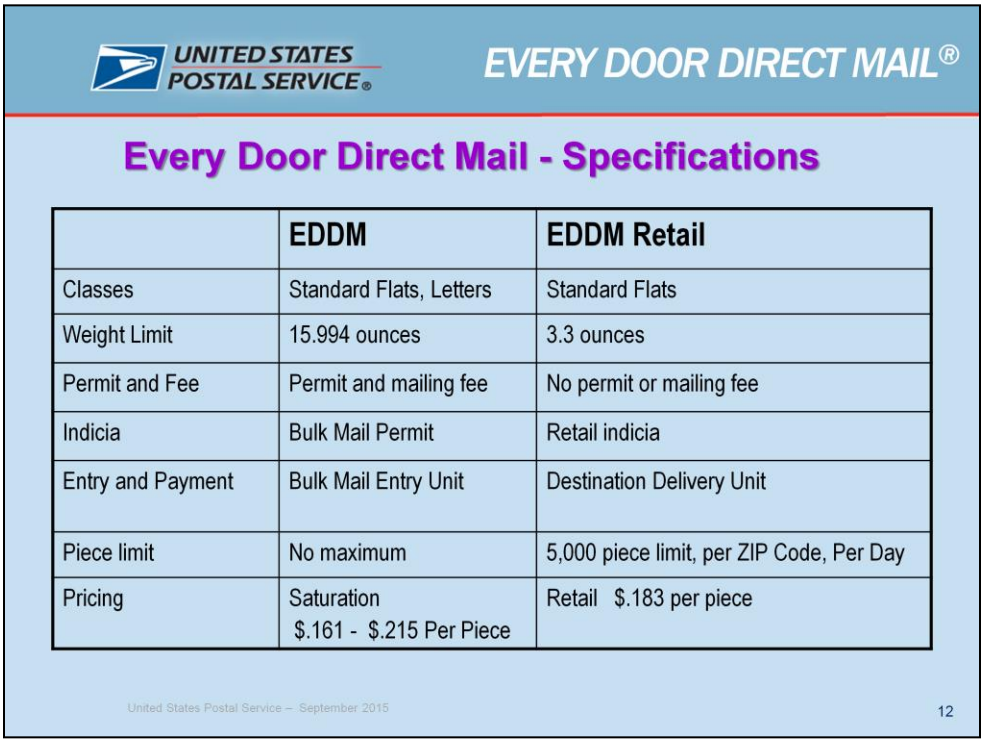
All customers, however, have the option to use the Business Mail Entry Unit option as well. This option allows greater flexibility for mailpiece design and the number of pieces in the mailing are irrelevant. This option is, however, more costly than the EDDM Retail option.

EDDM is local. Let's look at this a little more closely.

Nearly any business can take advantage of the marketing power of Every Door Direct Mail: Retailers, auto dealerships and services, restaurants, dry cleaners, local health clinics, real estate agents, schools…and more.

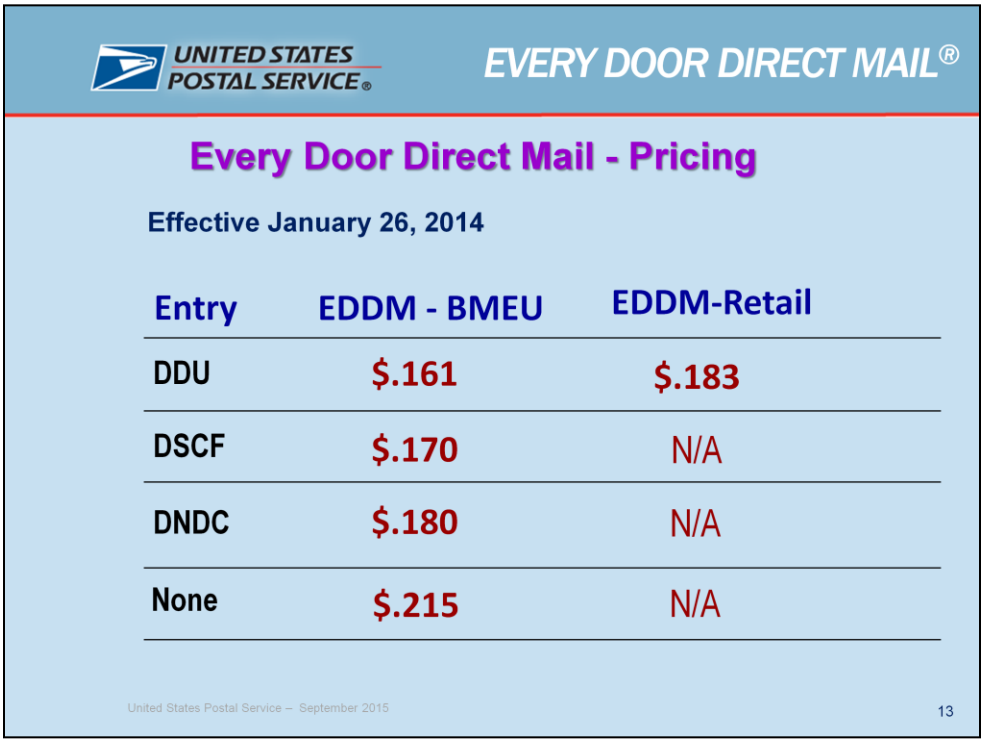
On the other hand, there are instances where Every Door Direct Mail is not a good fit. Remember, this is a marketing tool that allows businesses to target customers geographically. Therefore, if proximity to their business is irrelevant, then Every Door Direct Mail is not a good option. A more robust use of Direct Mail could be utilized - with targeted mailing lists, possibly based on other factors, such as age, interests, or annual income.

Likewise, if a business has a highly specialized product, such as a Lamborghini or a special medical device, then EDDM is not a good tool for them. Marketing these types of products call for more personalization, with a focus on customers that have the psychographics that may have the propensity to buy this type of vehicle or device.



	EDDM	EDDM Retail
Classes	Standard Flats, Letters	Standard 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 and Payment	Bulk Mail Entry Unit	Destination Delivery Unit
Piece limit	No maximum	5,000 piece limit, per ZIP Code, Per Day
Pricing	Saturation $.161 - $.215 Per Piece	Retail $.183 per piece

This screen shows you the specifications for mailing EDDM and EDDM Retail.

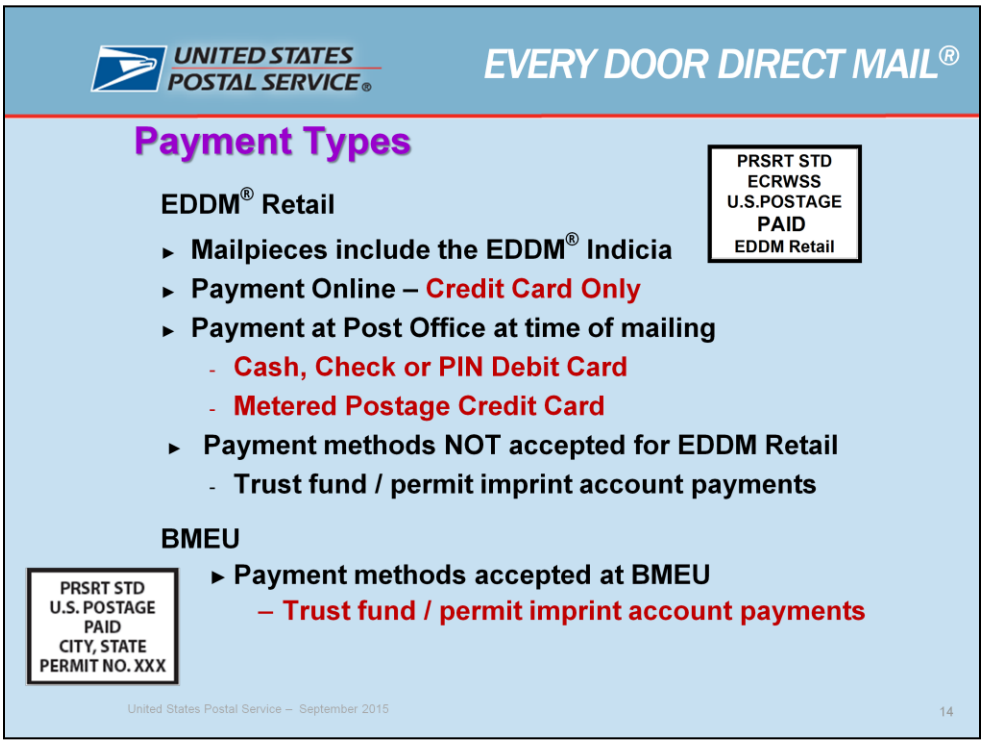


DDU= Delivery Destination Unit

DSCF= Destination Sectional Facility

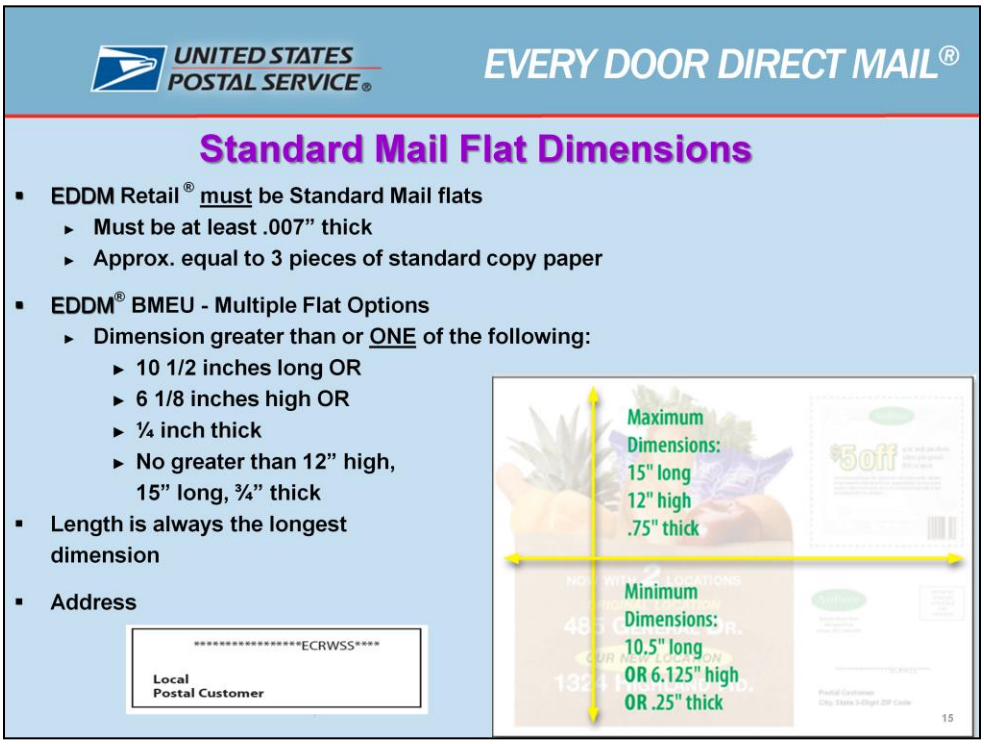
DNDC= Destination National Distribution Center

None



Customers have several payment methods when using the EDDM Retail option. They are going to be paying 18.3 Cents per piece for this option. Payment in full is due at the time of mailing. They can use Cash, a Check, their PIN Debit Card, a Metered Postage strip, or Credit Card.

Customers cannot use trust fund, permit imprint account payments for EDDM Retail orders.



As we stated previously, customers using the EDDM Retail option can only use Flat Size mailpieces for their mailings. They must follow the USPS Domestic Mail Manual (DMM) when creating these mailpieces. Again, for the purposes of this service, we have greatly simplified the requirements –narrowing them down to only 2 issues to be concerned about. The thickness of the mailpiece and the size of the mailpiece.

•Standard Mail flats must be at least .007" thick. This is equivalent to 3 pieces of standard copy paper. A printer or mail service provider would be able to provide your customer additional support in this area.

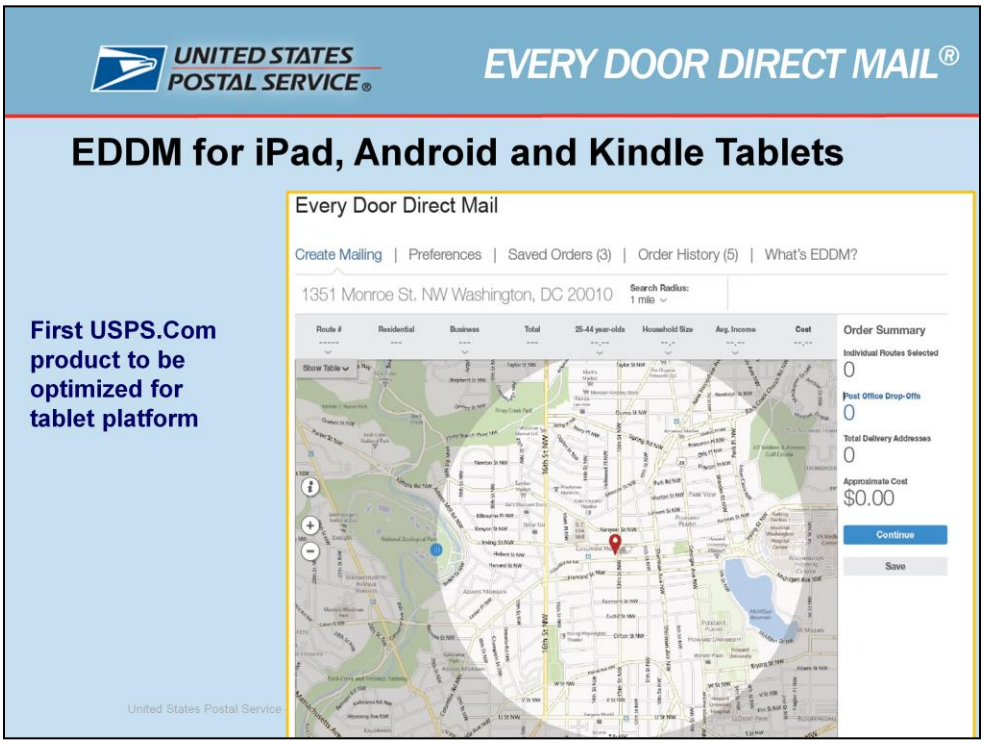
•The mailpiece must have a dimension greater than ONE of the following: greater than 10-1/2 inches long, OR greater than 6-1/8 inches high, OR greater than ¼ inch thick.

•The length is always the longest dimension of the piece. Address orientation does not determine the length for these mailings.

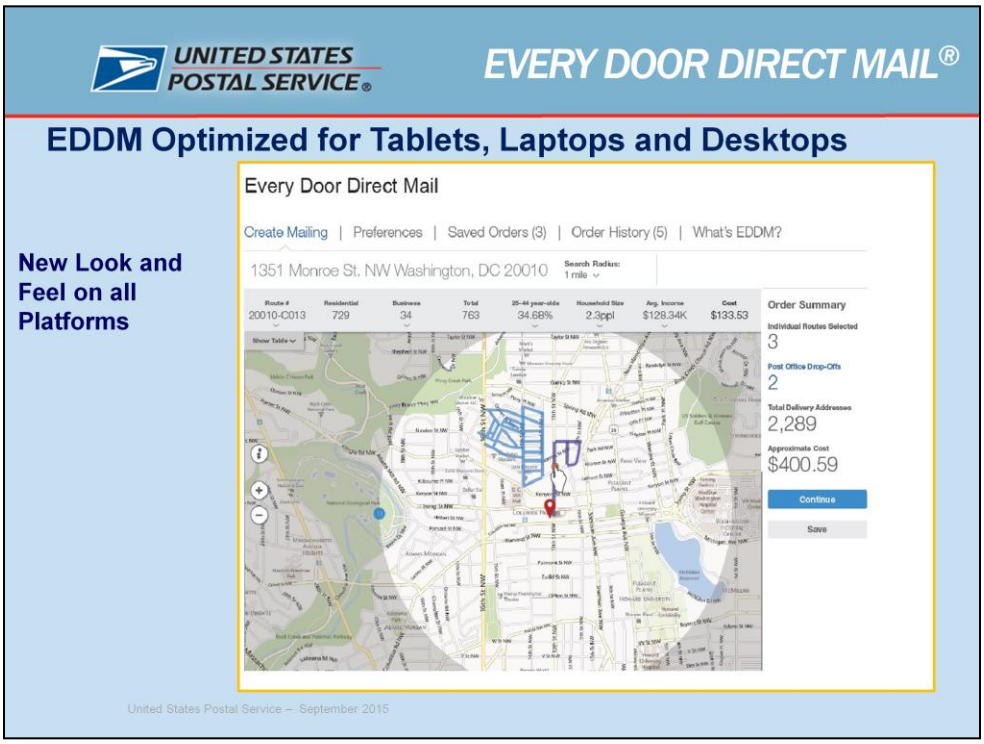
There are certain mailing specifications that are required with Every Door Direct Mail – particularly those related to the Retail option for this service. These specifications relate to the size of the mailpiece, the thickness of the paper, postage payment, and addressing formats.

Easier yet, let your local marketing service provider or printer handle all the mail preparation for you. After they print your pieces, they can prepare your mail for submission and enter your mailing for delivery. Find a marketing service provider who can assist you at MailingIndustryProudctGuide.com.

The whole concept of EDDM is centered around ease of use. Let's walk through how easy it is to use the EDDM tool.



EDDM is the first USPS.com product to be optimized for the tablet platform.



We've added a new look and feel to all EDDM platforms – tablets, laptops and desktops.

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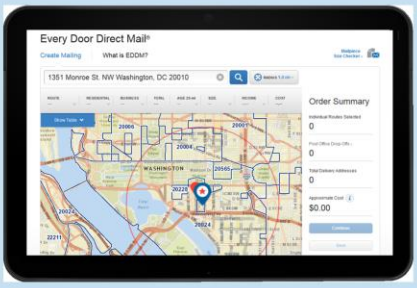
EVERY DOOR DIRECT MAIL®

Online Mapping Tool

- **Find your local customers by using the online mapping tool.**
  - **By City**
  - **By ZIP Code**
  - **By Location**
  - **By Intersection**

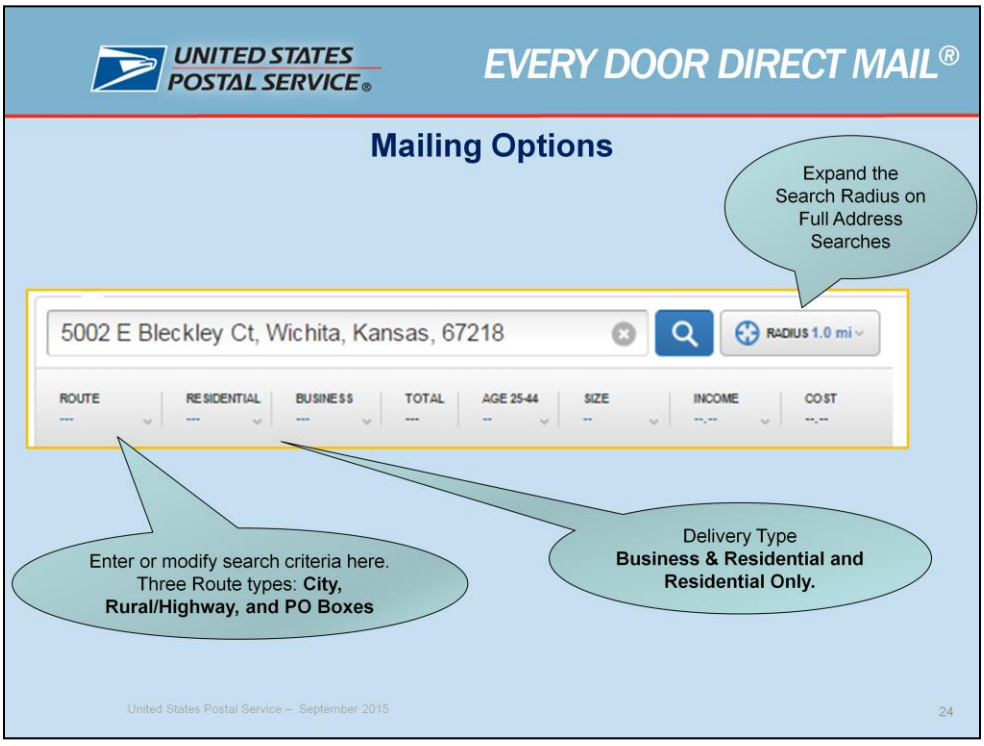


Access the Online Mapping Tool @ https://eddm.usps.com

We're going to walk through the EDDM online mapping tool so you can see how easy it is to use EDDM.

You must have an account on usps.com to use the EDDM mapping tool. If you don't have an account, you can sign up for a free one from this screen.

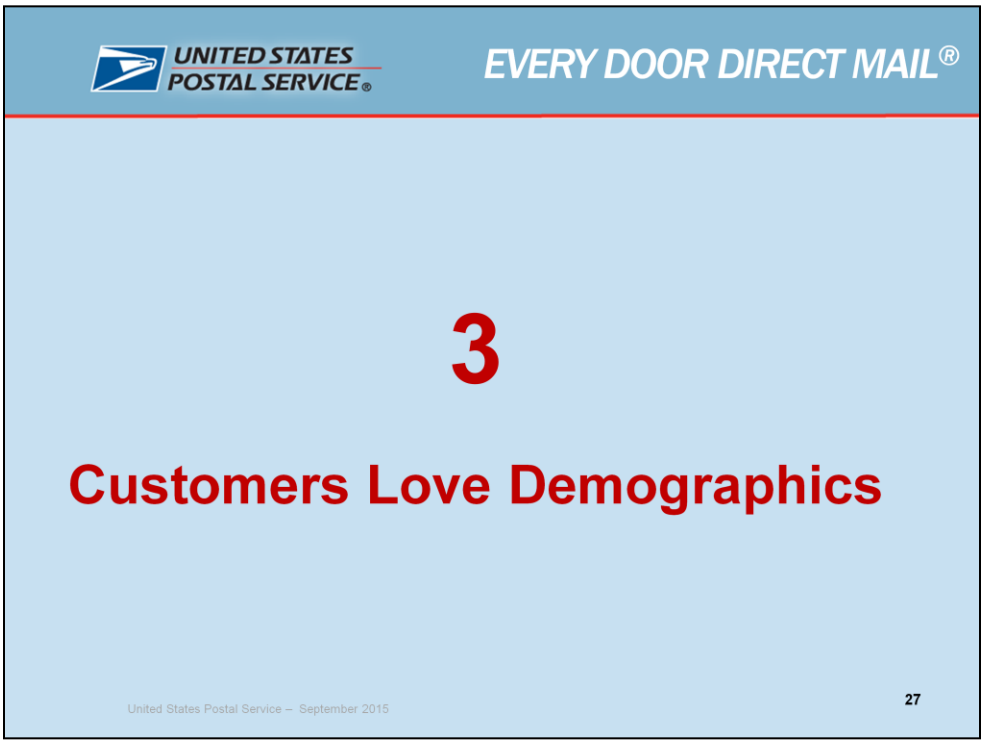
Enter the area you would like to target with your EDDM mailpiece here. You can search by city/state, Zip Code, street or zip code.



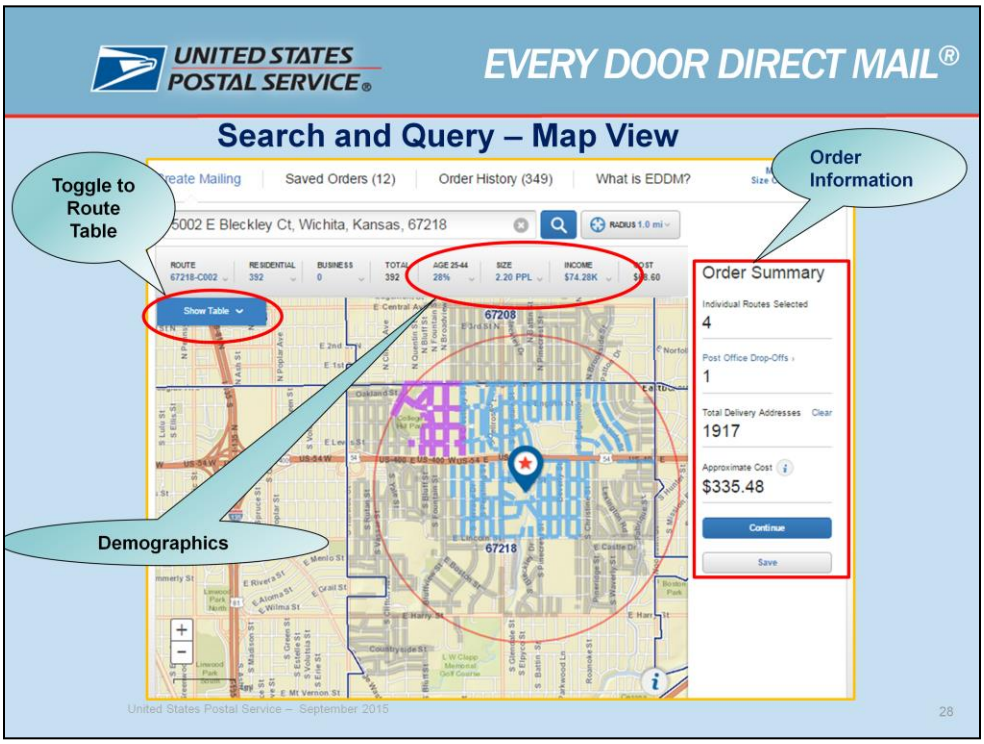
You have the option to deliver to business and residential customers or just residential customers.

You can see a radius of the area you have selected for delivery.

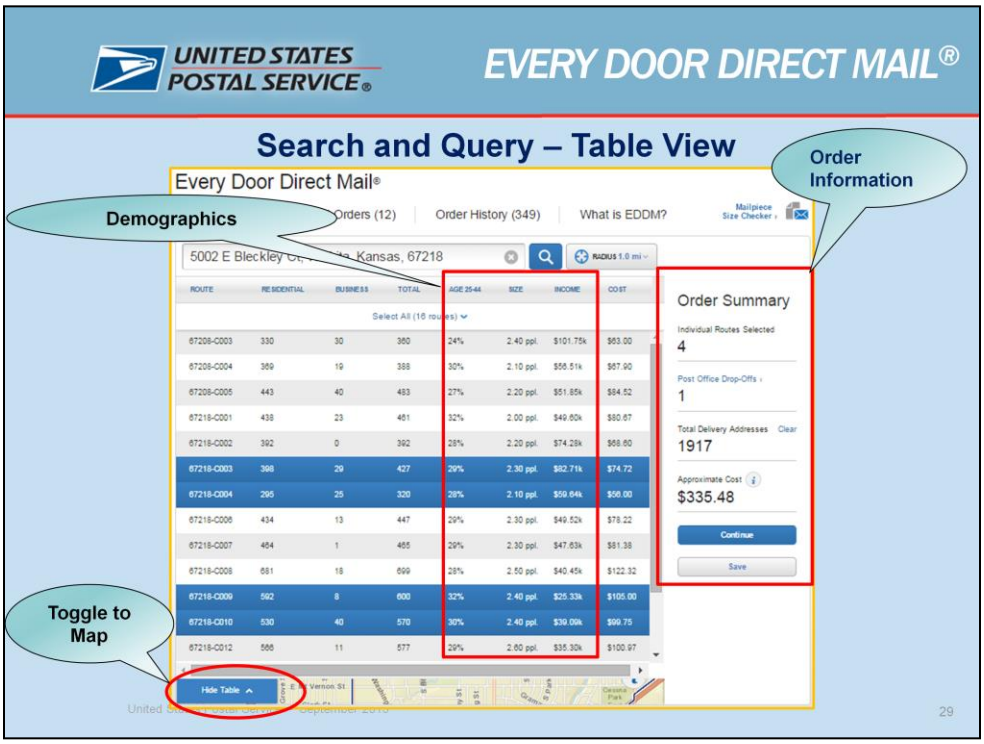
You can select which routes you want your mailpiece delivered to here.



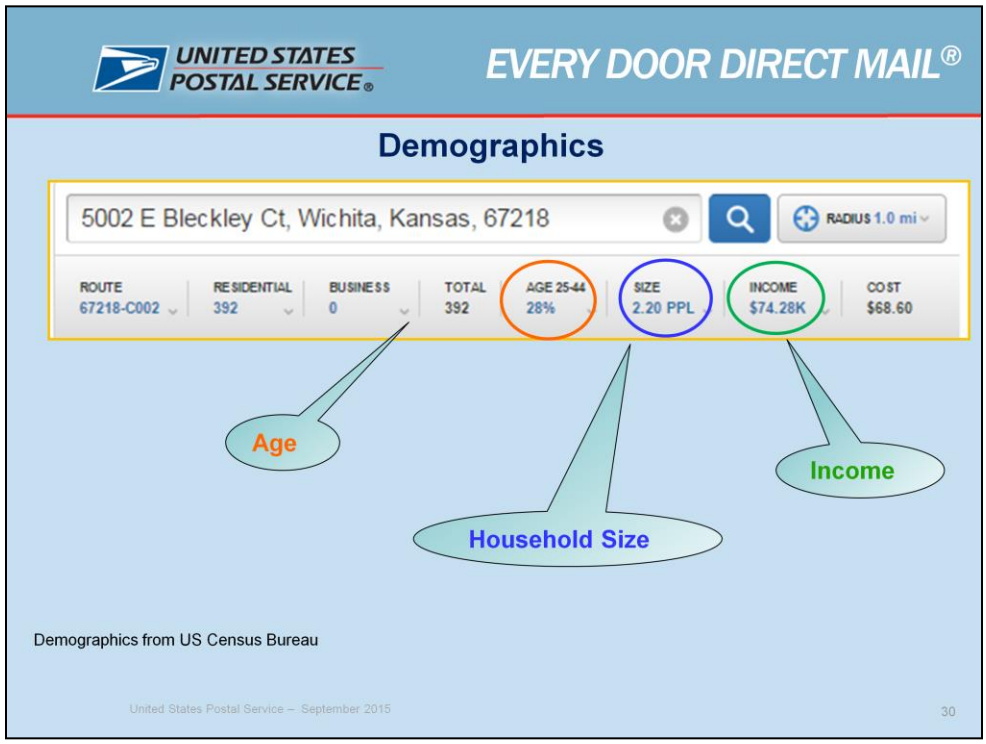
The EDDM tool will show you age, income and household size demographics. You can use this information to better target your mailpiece.



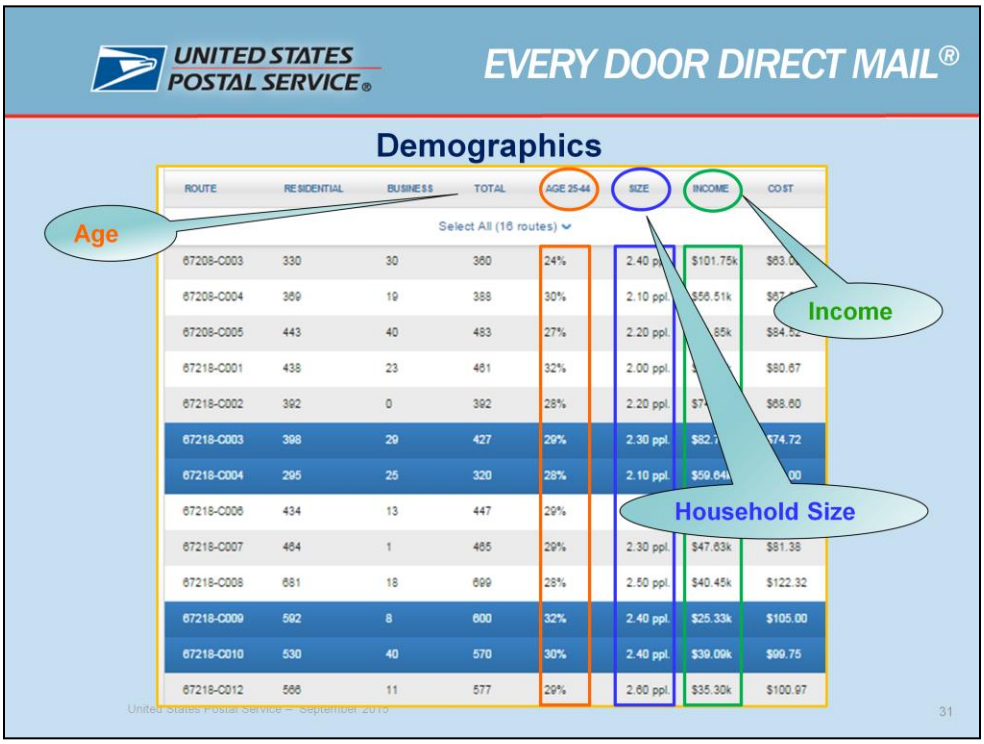
Here is a screenshot of the search and query – map view on the EDDM tool.



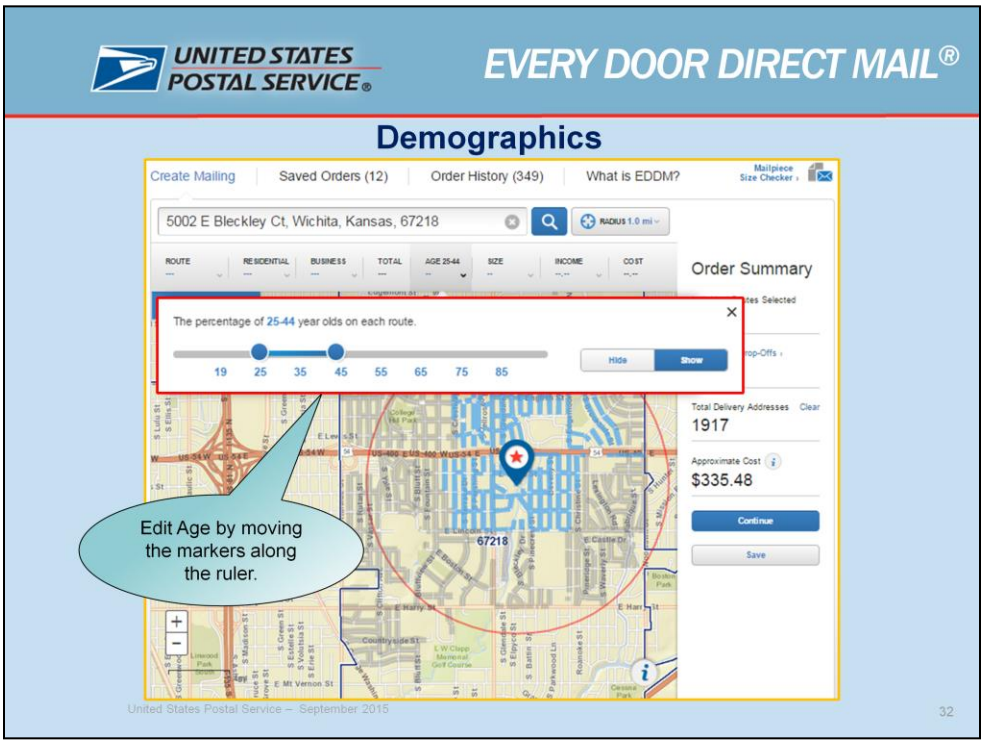
This screen shows you the search and query – table view, which includes the demographic information that is available to you and your order summary.



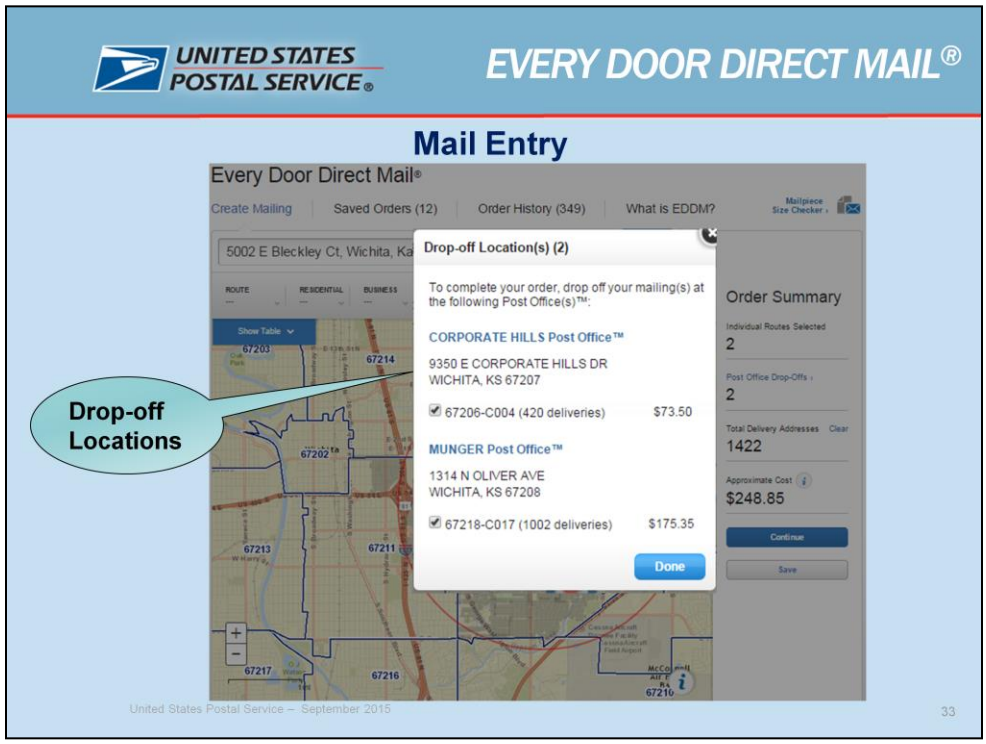
Using US Census Bureau data you can target your mailings based on the age, household size and income of residents in a geographical area.



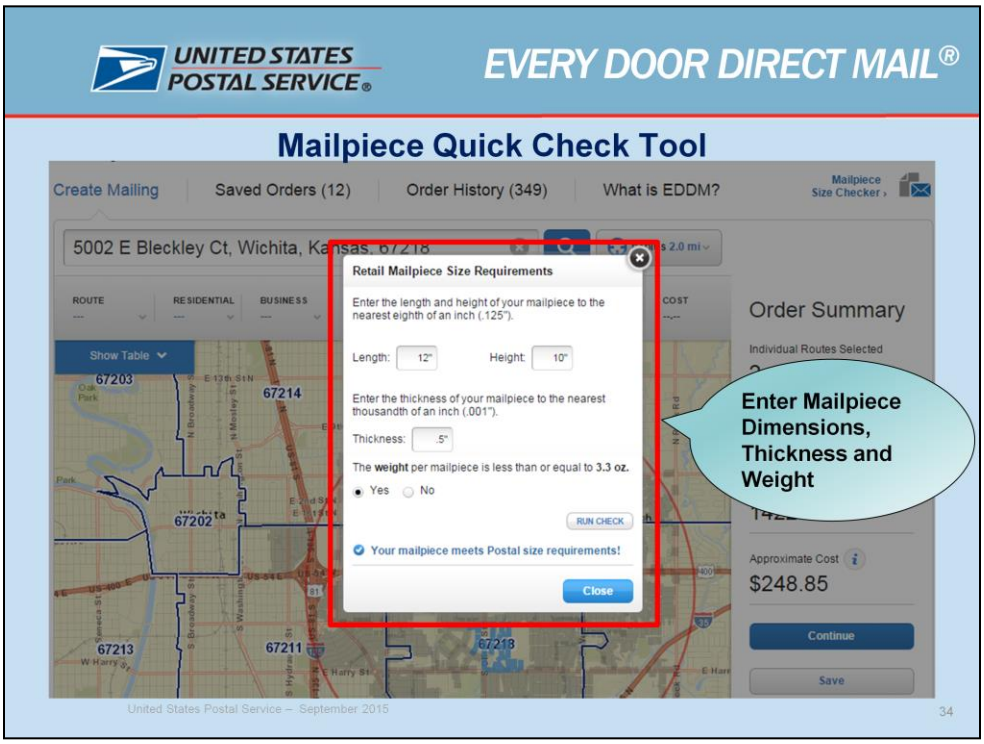
This screen displays demographic search results.



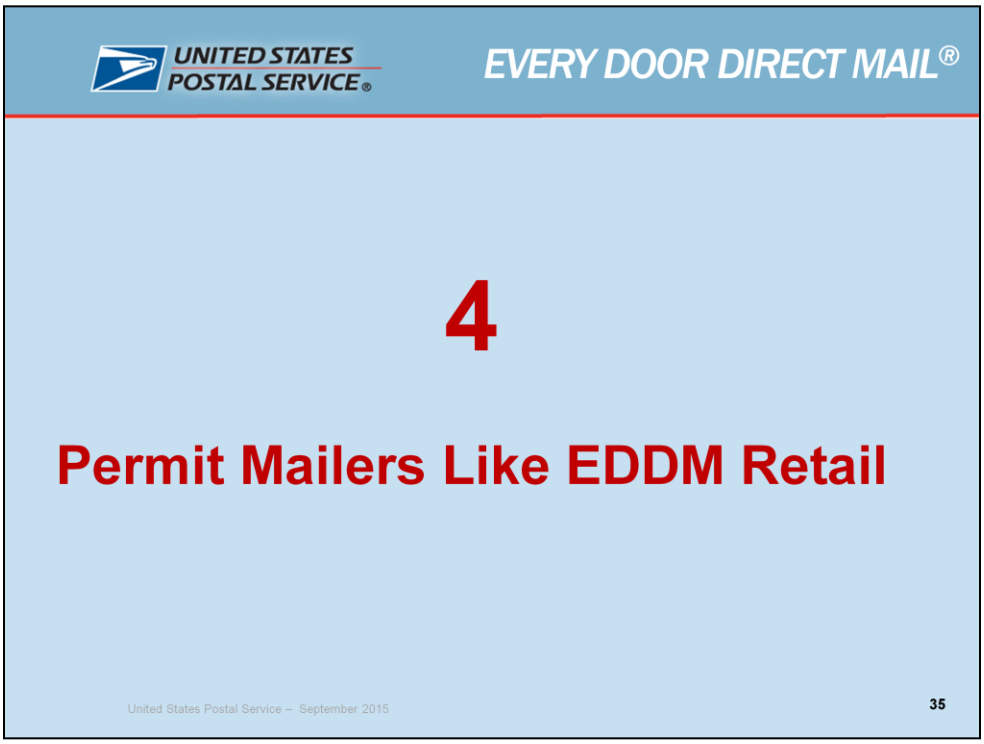
Here is a sample of how to edit the age demographic.



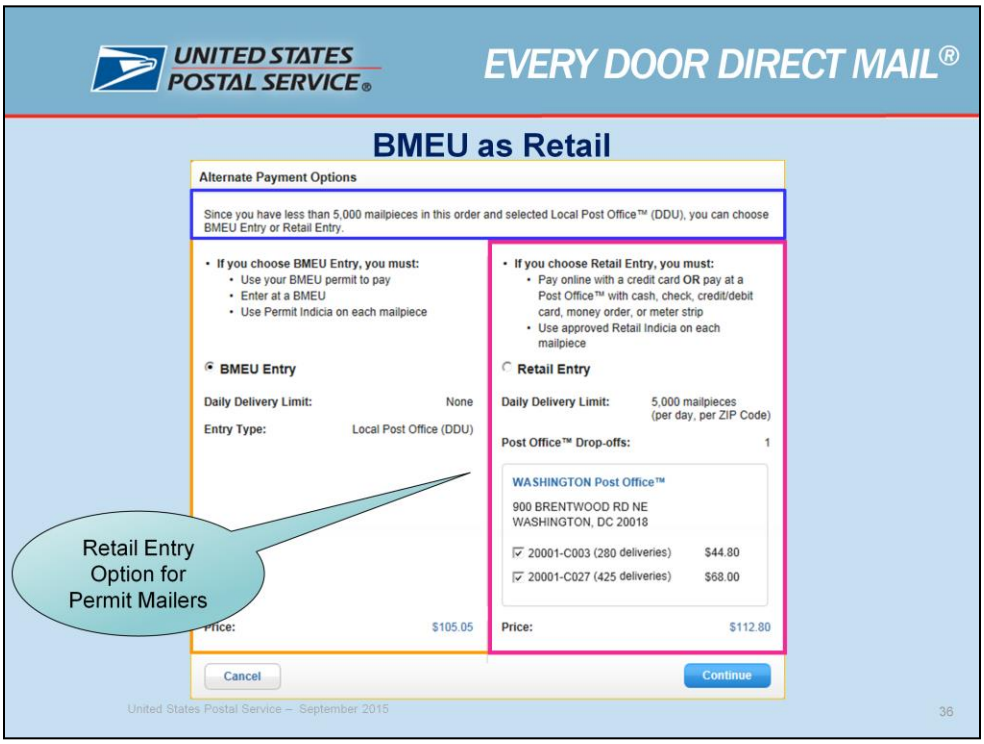
This screen shows you which postal location you should use to drop-off your EDDM mailing(s).



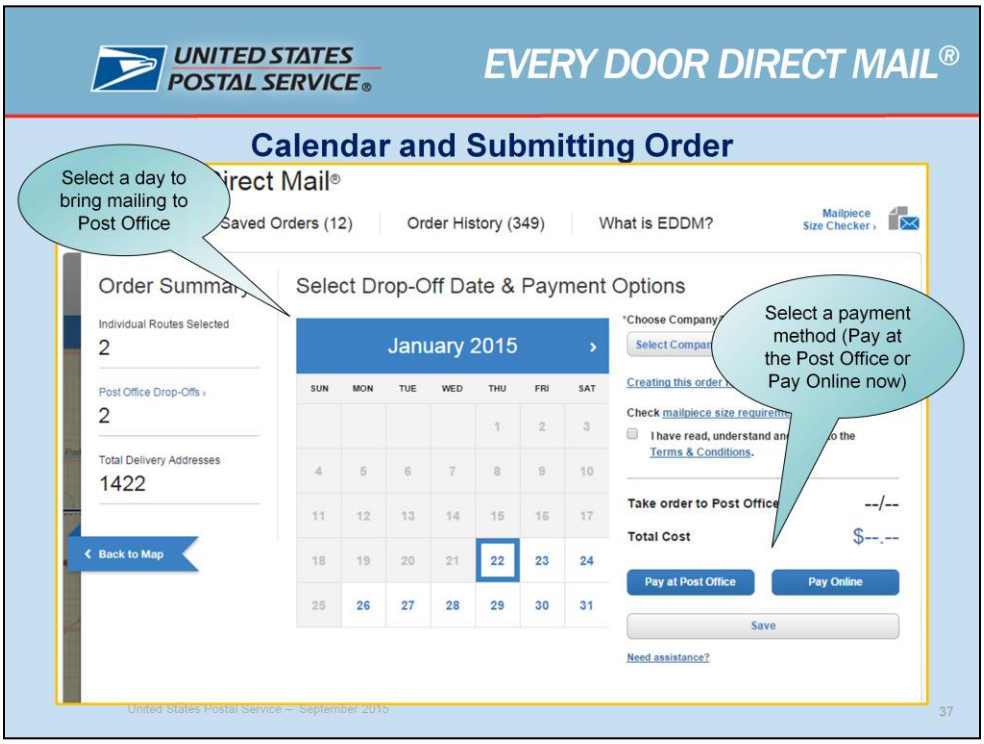
There are specific requirements for mailing an EDDM mailpiece. This screen is a “quick check tool” to verify your mailpiece is eligible to be mailed EDDM.



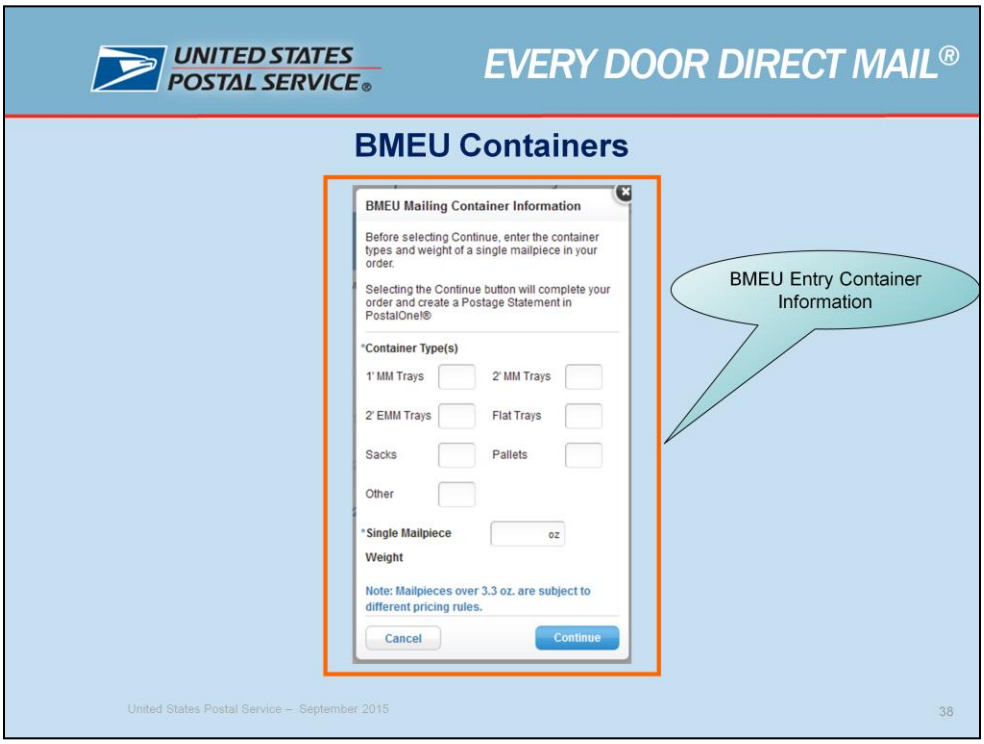
You can use a permit to send EDDM Retail mailpieces.



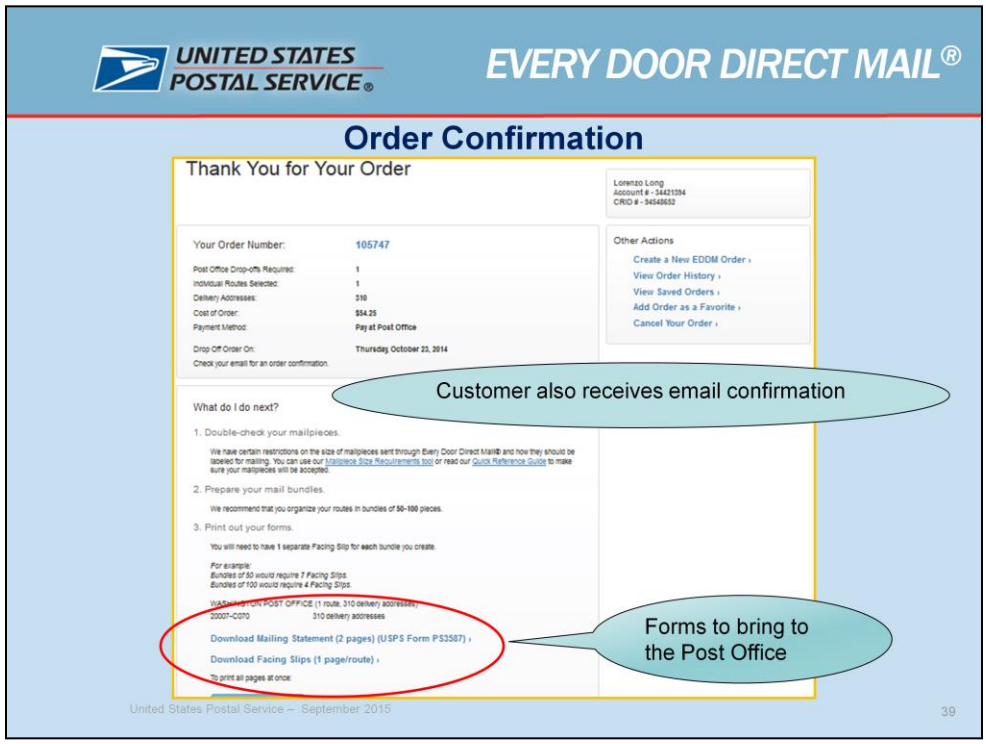
If you're entering your mail at one of our larger plants, you have an option to use EDDM Retail for smaller orders.



This screen allows you to select the day you will bring your mailing to the Post Office and what payment method you will be using.



For BMEU customers container information can be entered here, before creating their incomplete Postage Statement, and it will pre-populate on mailing statement.



A ORDER CONFIRMATION

User has completed the full Cart process.

B PRINT ALL

Clicking this will print all of the forms with a single click.

C USERNAME & ACCOUNT #

Displays username and account number.

D ORDER SUMMARY

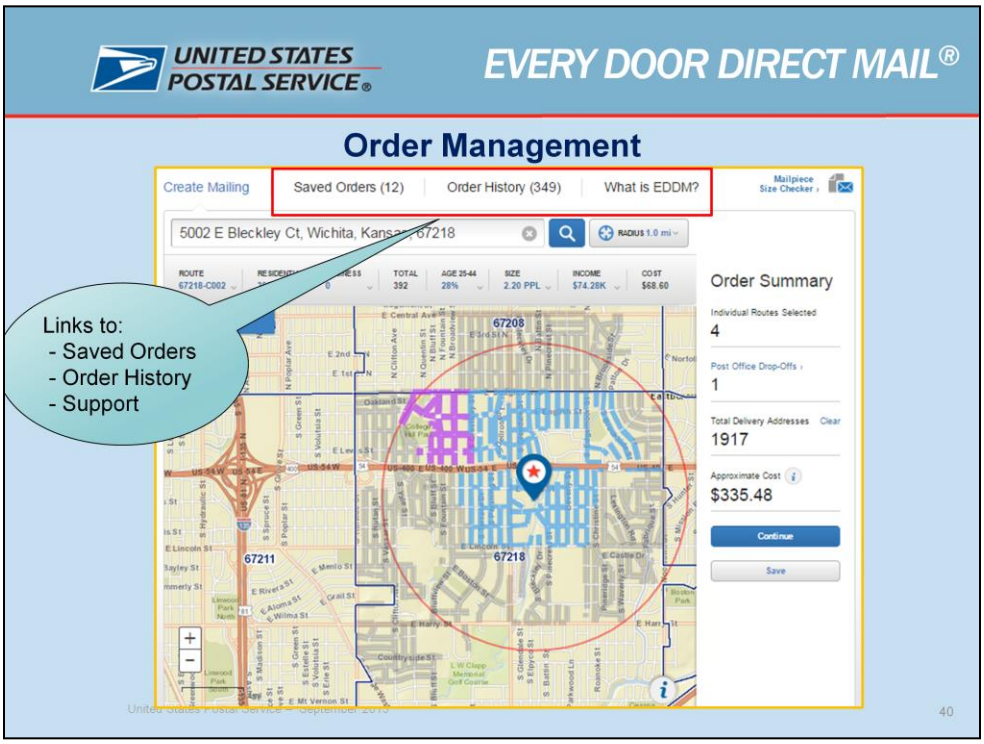
Displays: Order Number, Date Order was submitted, Expected Drop Off Date, and Total Price.

E PRINT LINKS

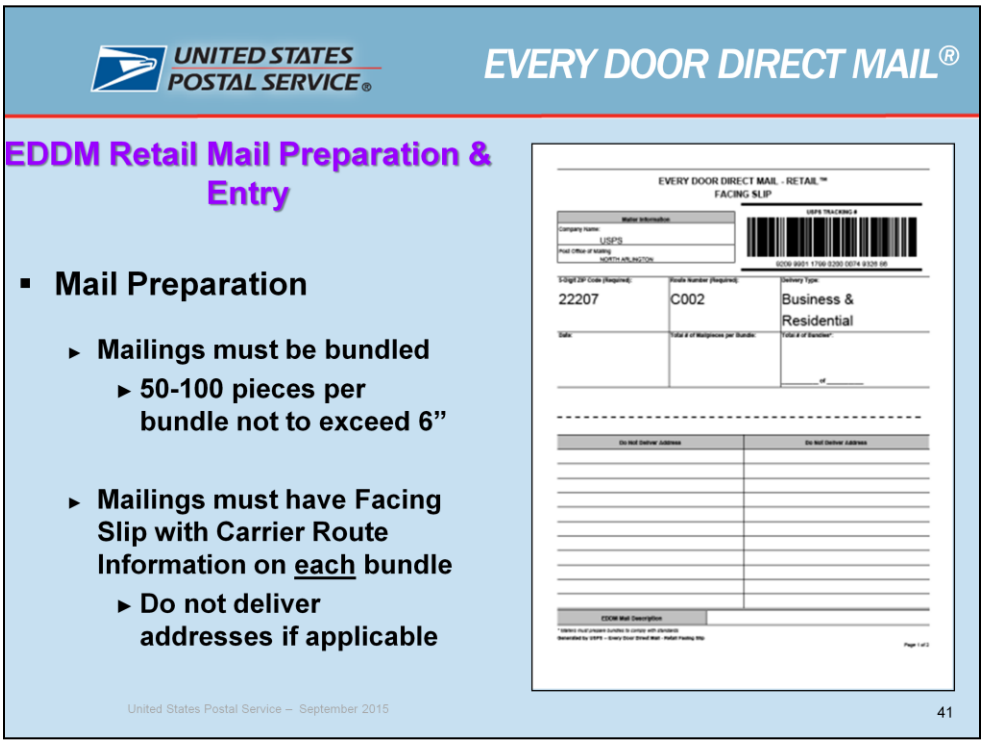
Displays PS 3587, Retail Facing Slip, and Retail Post Office Listing Forms as links. Grouped to their appropriate LPOs.

F CREATE NEW MAILINGS

Takes users back to the EDDM tool to start a new order.



Support and order information links



So, we reviewed the online tool and saw how to select a radius around a business and how to deselect carrier routes or ZIP Codes to meet USPS specifications. We also reviewed the documents that are required when dropping mail at a local Post Office.

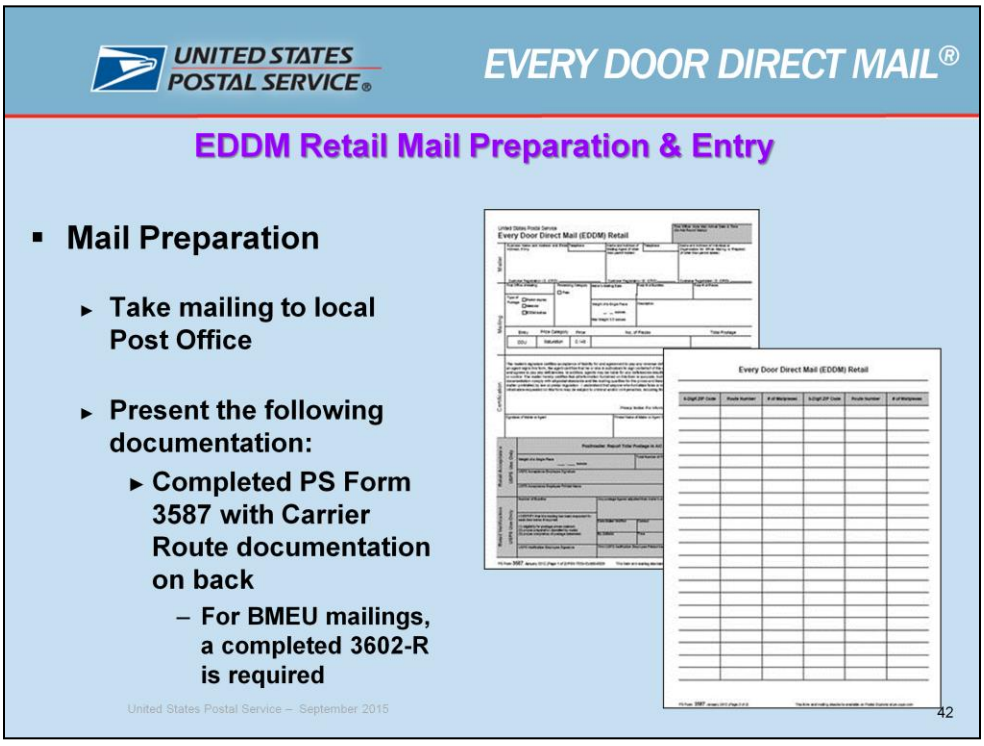
Let’s review the Mail Preparation and Entry items here as well. Keep in mind that this type of discussion may actually take place before the customer even registers or before they select their target location.

Aside from Registration and determining a geographic area to target, we need to follow certain steps in prepping our mail for entry into the mailstream.

First of all, mailings must be bundled. The suggested amount is about 50 pieces per bundle, however, you may be able to get up to 100 pieces per bundle. The thickness of the bundle should not to exceed 6”

Each bundle must have a Facing Slip with individual Carrier Route Information on each bundle. Much of this information is prefilled for your customer when using the online tool.

If a business has been asked by a particular customer to not include them in their mailings, they should indicate their address information on the “Do not deliver” section of the form.



Once your customer has their bundles prepared and their documentation complete, they can take their mailing to the local Post Office.

Customer needs to present a completed PS Form 3587, including Carrier Route documentation on the back of the form.

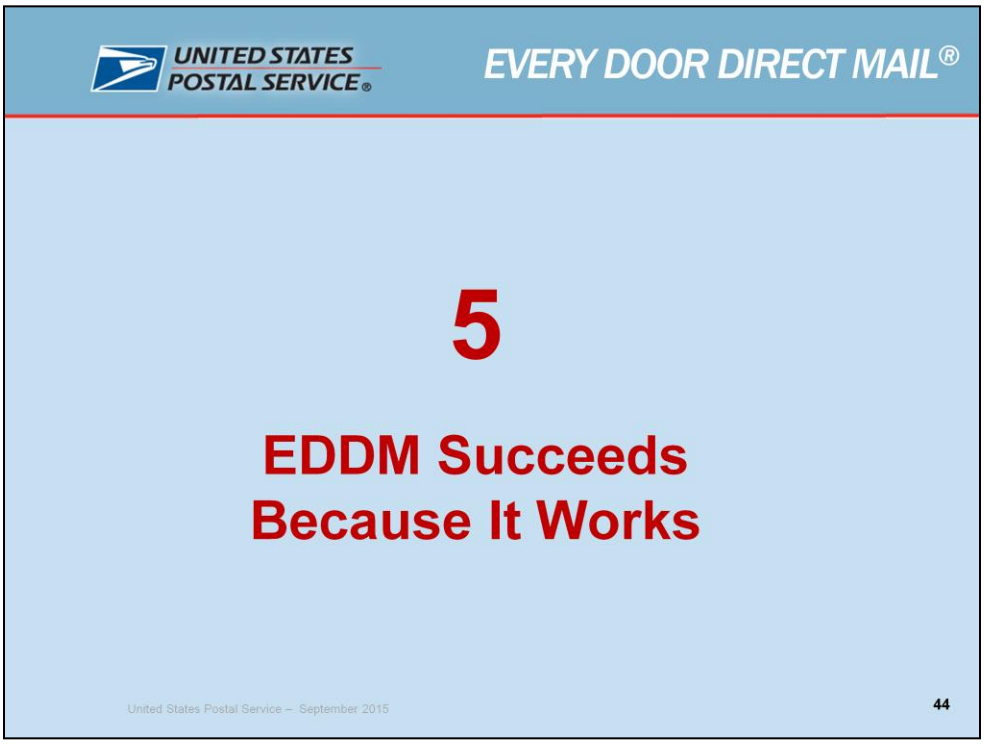
For BMEU mailings, different documentation is required. Generally if a customer is going the BMEU option, they will most likely be working with a printer or mail service provider that helps them complete their paperwork.

If the Local Post Office (LPO) is too far away you can ship your mailing via Priority Mail to the DDU.

Documentation is Sample mailpiece, payment, Postage Statement, Postmaster Instruction letter which can all be found online at usps.com/everydoordirectmail

For multiple boxes, you must number your packages, starting with 1 of X, with "X" being the total number of boxes in your shipment (e.g., 1 of 6, 2 of 6, 3 of 6, etc.).

To send them, you may either bring the boxes to your local Post Office or use Click-N-Ship®. Each box must have Delivery Confirmation™. With Click-N-Ship, you will receive free Delivery Confirmation and Free Carrier Pickup™.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EDDM Succeeds
Because It Works
United States Postal Service – September 2015
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EDDM works!

UNITED STATES POSTAL SERVICE®
EVERY DOOR DIRECT MAIL®
The Product is Every Door Direct Mail
EDDM is a Solution
The Opportunity is Nationwide
Small Businesses and Printers/ Mail Service Providers Grow with EDDM
United States Postal Service – September 2015
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Read screen.

We realize you or your customers may have more questions about Every Door Direct Mail. Therefore, here are several resources that you can access to get more information.

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Thank You!

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