Find the Customers That Matter Most

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Business Solutions Specialist
United States Postal Service
• Drive new revenue to your stores
• Drive customers to a web site
• Make an announcement
• Targeted direct mail to neighborhoods surrounding your locations - Geographic scope
• Easy to use and cost effective
• Standard Mail Flats Simplified Addressing format must be used with Every Door Direct Mail – Retail or Business Mail Entry Unit (BMEU) options

• **One** of the following dimensions must be met:
  - greater than 10.5 inches Long but not to exceed 15 inches
  - greater than 6.125 inches High but not to exceed 12 inches
  - greater than ¼” inches Thick but not to exceed ¾ inches

Reference - DMM 140, 143-146
• Retail Entry:
  • Piece weight cannot exceed 3.3 ounces
  • Does not require a mailing permit
  • Must be dropped at each individual post office
  • Has a limitation of 5,000 pieces per day

• BMEU Entry:
  • Piece weight cannot exceed 15.994 ounces
  • Requires a mailing permit imprint
  • Must be dropped at a BMEU
  • Has no quantity limitation per day
<table>
<thead>
<tr>
<th>Supported Mail Classes</th>
<th>City</th>
<th>Rural</th>
<th>EDDM Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flats, Irregular Parcels</td>
<td>Bound Printed Matter Flats, Irregular Parcels</td>
<td>Periodicals Letters, Flats, Irregular Parcels</td>
<td></td>
</tr>
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<td>Periodicals Letters, Flats, Irregular Parcels</td>
<td></td>
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</tr>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mailpiece Limitations</th>
<th>Business Mail Entry</th>
<th>EDDM Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per-piece weight up to 15.994 ounces for Standard Mail</td>
<td>Mailing destined for local delivery area only</td>
<td></td>
</tr>
<tr>
<td>Unlimited piece count for a single mailing</td>
<td>Per-piece weight up to 3.3 ounces</td>
<td></td>
</tr>
<tr>
<td>5,000 maximum, per mailer, per day</td>
<td>New indicia</td>
<td></td>
</tr>
<tr>
<td>New indicia</td>
<td>Existing permits</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Payment Methods</th>
<th>Business Mail Entry</th>
<th>EDDM Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust accounts</td>
<td>Payment in full</td>
<td></td>
</tr>
<tr>
<td>Cash or check</td>
<td>Cash or check</td>
<td></td>
</tr>
<tr>
<td>PIN debit card</td>
<td>PIN debit card</td>
<td></td>
</tr>
<tr>
<td>Pre-cancelled stamps</td>
<td>Metered postage</td>
<td></td>
</tr>
<tr>
<td>Metered postage</td>
<td>No trust fund payments</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mailing Documentation</th>
<th>Business Mail Entry</th>
<th>EDDM Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postage statement PS Forms 3602 (p. 1 and Sec. F), 3541 or 3605 (as applicable)</td>
<td>New mailing statement PS Form 3587-1, Every Door Direct Mail Retail (which will have carrier route documentation on back)</td>
<td></td>
</tr>
<tr>
<td>EDDM documentation for PS 3602</td>
<td>Sample of mailpiece</td>
<td></td>
</tr>
<tr>
<td>Facing slip or carrier route information line on each bundle</td>
<td>Facing slip or carrier route information line on each bundle</td>
<td></td>
</tr>
</tbody>
</table>
81% of households say they read or scan their mail daily.

76% of consumers have been influenced to purchase by Direct Mail.

MAIL CAN HELP GET YOUR MESSAGE NOTICED AND READ.

mail delivers higher ROI
more than almost any other medium

Direct Marketing Association:
Every dollar spent on Direct Mail returns $12.57 in sales.

MAIL DELIVERS HIGHER ROI.
Every Door Direct Mail®

Introducing

EVERY DOOR DIRECT MAIL®

Designed to reach:
Every home.
Every address.
Every time.
What is Every Door Direct Mail?

- Reach every address in a targeted area
- No names or street addresses
- A cost-effective way to mail
- Local, regional, and national
- Online mapping tool
- Simplified mail preparation
Why Customers Use Every Door Direct:

- **Cost Effective:** Postage is as low as 16.0¢ per piece Retail, or 14.9¢ Bulk Mail option based on entry point.

- **Reach:** Up to 85% of a store’s customers come from a 5-mile radius*. Now you can reach every address in the area around your business with Every Door Direct Mail® service.

- **Ease:** Every Door Direct Mail Online Mapping tool makes it easy to prepare the necessary paperwork and find the customers that matter most.

*Source: BizReport 2010
Every Door Direct Mail® Online Tool

• Identify carrier routes
• Determine how many pieces you’ll need
• Create the necessary mailing documents
• Calculate postage in real time

ACCESS THE ONLINE TOOL AT usps.com/everydoordirectmail
Accessing the online tool

ACCESS THE TOOL AT: www.usps.com/everydoordirectmail
Register/Sign In

ACCESS THE TOOL AT: www.usps.com/everydoordirectmail
Search Location

Every Door Direct Mail®

Find the customers who matter most. Every Door Direct Mail from the U.S. Postal Service® is designed to reach every home, every address, every time. Just sign in to your USPS.com account, pick your delivery routes, let us know when you'd like to drop off your order, and we'll take care of the rest.

Sign in Now.

Step 1: Enter Your Starting Location

Select Delivery Type

Select Route Types

ACCESS THE TOOL AT: www.usps.com/everydoordirectmail
Mailing Options: Radius Bar

ACCESS THE TOOL AT: www.usps.com/everydoordirectmail
ACCESS THE TOOL AT: www.usps.com/everydoordirectmail
Color-Coded Routes

[Map and Table]

Proprietary Property of the United States Postal Service
Online Tool

Selecting Routes

Step 2: Choose Routes

Route
Residential
Business
Total
Route Cost

Individual Routes Selected
Post Office Drop-Offs
Total Delivery Addresses
Approximate Cost

Next
Save
Clear Selections

MAP KEY

Proprietary Property of the United States Postal Service
New Demographics Selection Feature

On the Online Tool, you can access demographic filters that provide an overview of the population, income, and size of households in different areas. The tool allows you to select demographics such as age, household income, and household size for each route. This feature is particularly useful for targeting marketing campaigns to specific demographics.
### Demographics for selected route

<table>
<thead>
<tr>
<th>Route</th>
<th>44301-0002</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>573</td>
</tr>
<tr>
<td>Business</td>
<td>27</td>
</tr>
<tr>
<td>Total</td>
<td>600</td>
</tr>
<tr>
<td>Age (25-44 years old)</td>
<td>31%</td>
</tr>
<tr>
<td>Income</td>
<td>$26,31k</td>
</tr>
<tr>
<td>Size</td>
<td>2,80 people</td>
</tr>
<tr>
<td>Route Cost</td>
<td>$96.00</td>
</tr>
</tbody>
</table>

**Individual Routes Selected**
- 3 Post Office Drop-Offs
- 2 Total Delivery Addresses
- Approximate Cost: $262.08

**Clear Selections**

**Next**

**Save**
Review and Selection

ACCESS THE TOOL AT: www.usps.com/everydoordirectmail
Checkout

ACCESS THE TOOL AT:  www.usps.com/everydoordirectmail
Next Steps

Easy Steps to Get Started

1. Register on Business Customer Gateway
2. Determine your scope of mailing
3. Prepare your mail piece
4. Enter your mailing – Retail or Bulk option
5. Measure your results
6. Repeat
For more information

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Rob.K.Hogue@usps.gov

Thank You!