



Growth Driven

Fueling Your Mailing and Shipping Success

INDIANAPOLIS | 2019

Making Marketing Mail Work For You

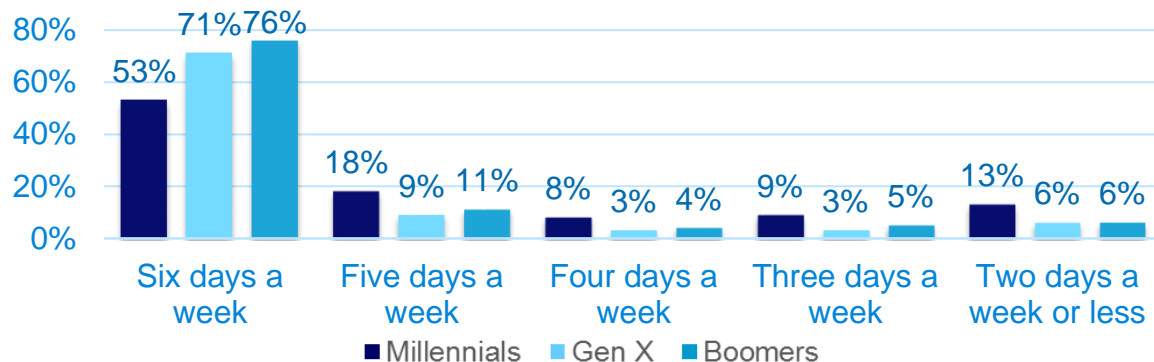
Learn all about Marketing Mail and see how USPS used the channel during its 2018 Holiday campaign

Mail Remains Relevant

Over two-thirds of customers collect their mail every delivery day. Even a majority (53%) of Millennials check their mail every day

Frequency of Collecting Mail from Mailbox

6 Days a Week	5 Days a Week	4 Days a Week	3 Days a Week	2 Days a Week	1 Day a Week	<1 Day a Week
68%	12%	6%	6%	3%	3%	2%



Marketing Mail – Driving Consumer Response

USPS Marketing Mail is preferred by consumers (even Millennials) over other channels due to the inundation of digital messaging. MM response rates and ROI are consistently higher than other channels too...



73%

of consumers
prefer direct mail¹



Direct mail tops

all other media for delivering
the highest ROI for B2C
marketing...³



For acquisition



For retention



Direct mail delivers

10x-30x

higher response rates than digital and for
18-21 year olds, the response rate is
12.4% ²

Overall response rates:

Direct mail 5.1%
Email 0.6%
Paid search 0.6%
Social Media 0.4%
Display ads 0.2%

1. Epsilon Channel Preference for Mobile and Non-Mobile

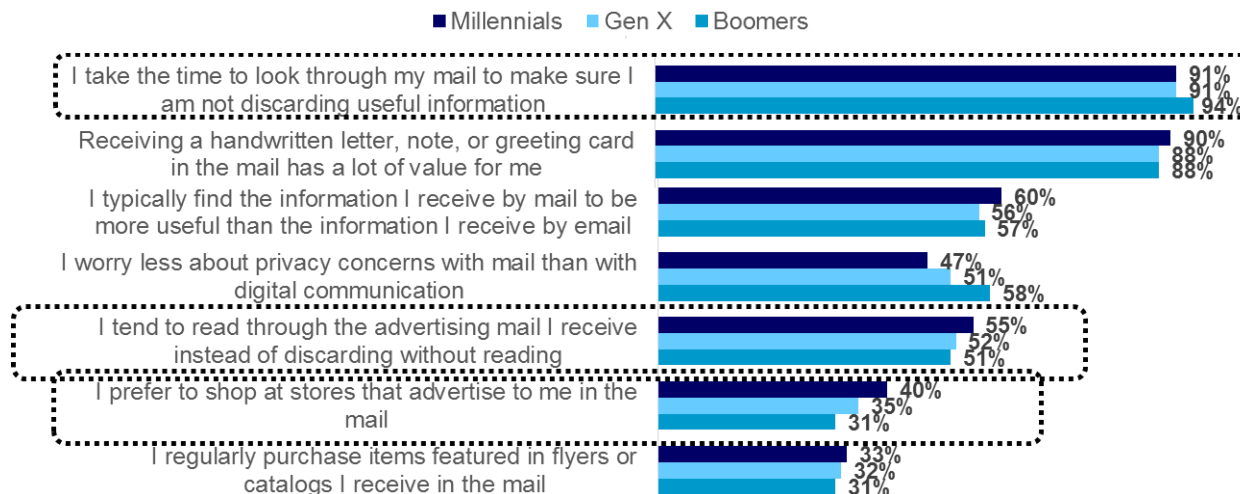
2. 2017 DMA Response Rate Report

3. Target Marketing

Overall Mail Attitudes: Mail Perceptions

Over 90% of consumers, across generations, review their mail to make sure they are not discarding useful information. Millennials are more likely to read through advertising mail instead of discarding without reading and show an increased preference for shopping at stores that advertise through the mail.

Mail Perceptions (% Agree Completely + Agree Somewhat)



USPS Marketing Mail Basics

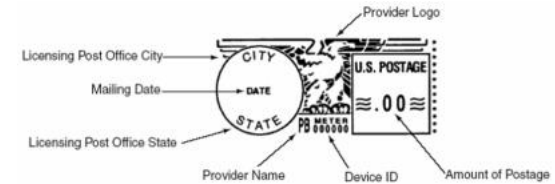
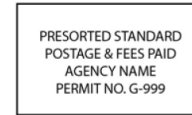
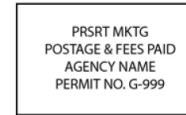
- USPS Marketing Mail is typically used for advertisements and flyers. Neither mailed nor required to be mailed as FCM or Periodicals. Additional content restrictions must be met for authorized nonprofit mailers.
- Shapes – Cards*; Letters; Flats and Packages
 - *USPS Marketing Mail card-size mailpieces are mailed at letter prices.
- Mailings of 200 or 50 lbs addressed pieces sorted as described in our Quick Service Guide. Mailable matter must weigh less than 16 oz., be no more than $\frac{3}{4}$ " thick and no larger than 12" high X 15" long. Mail must be rectangular in shape.
- Each piece must include a complete delivery address with correct ZIP Code or ZIP+4 code.

USPS Marketing Mail Basics

- Addresses on all pieces must be updated within 95 days before mailing through a USPS-approved address update.
- Destination discounts apply to mail prepared and addressed for delivery within service area of destination facility.
- Permit Imprint fee applies if not using a Meter or Precanceled Stamps to pay postage.
- Annual presort mailing fee applies.

Getting Started – Checklist for Mailers

- Get a mailing permit and pay fees
- Choose a postage payment method
- Get supplies and paperwork
- Develop concept for mailpiece and target audience
- Create your mailpiece
- Get an address list or create Every Door Direct Mail (EDDM)
- Check the accuracy of your address list
- Address your mail
- **Sort your mail**
 - Prepare the containers (trays or sacks)
 - Fill out a postage statement (manually or online)
 - Go to the Post Office – (BMEU or Associate Office)



USPS Marketing Mail Discounts and Alternatives

- Destination Entry Discounts for entering mail close to the delivery area. Sortation discounts available – 5 Digit; 3 Digit; Area; Carrier Route (Basic, High Density; High Density Plus, Saturation rates)
- Every Door Direct Mail (EDDM) – No permit required, Piece Limitation; Different Addressing Requirement.
- Customized Marketing Mail (CMM) – Pieces that are not required to be rectangular in shape.
- Marketing Mail Parcels – Typically used for advertisements, flyers, catalogs, and product samples
- Non-Profit Marketing Mail – Has the same requirements as regular USPS Marketing Mail with a different pricing structure. Nonprofit organizations must be approved by the USPS to qualify for these discounts.

Requirements for Preparation Discounts – 200 pcs

Regular 5 Digit	Carrier Route Basic	High Density	High Density Plus	Saturation
Trays				
150 pc min per tray (5 Digit, 3 Digit, ADC)	Full Trays Only for a Single Carrier	125 pc min	300 pc min	90% Total Active Residential <u>or</u> 75% Total Active Deliveries per route
Bundles				
	10 pieces	10 pieces	10 pieces	10 pieces

Nonprofit Eligibility

- Organizations that typically are eligible for Postal Service nonprofit privileges:
 - Agricultural
 - Educational
 - Fraternal
 - Labor
 - Philanthropic
 - Religious
 - Scientific
 - Veterans
 - Some political committees
- Individuals are NOT eligible for nonprofit prices.
- Business leagues, chambers of commerce, social and hobby clubs, and certain political organizations usually are NOT eligible.
- For help with nonprofit USPS Marketing Mail Eligibility, see Publication 417.

Best Resources for USPS Marketing Mail

- **Mailing Requirements & Shipping Solutions Center** – Call for assistance! **1-877-672-0007**
- **Postal Explorer** www.pe.usps.com – For help sorting your mail!
 - Quick Service Guides (QSGs)
 - Domestic Mail Manual (DMM)
 - Business Mail 101
- **Mailpiece Design assistance** MDA@usps.gov or **1-855-593-6093**
 - Mailpiece Design Analysts (MDAs) are postal employees trained to answer your questions regarding mailpiece design, picture permit, automation, barcodes, FIM markings, etc.

Additional Assistance – www.usps.com – **Postal Service Website**

Business Customer Gateway – Apply for permits, manage mailings, establish accounts

- **Direct Mail Advertising** – Direct Mail Campaigns for businesses
- **Targeted Mail Marketing** – Every Door Direct Mail (EDDM)
- **PostalPro** – Yet another website with information on advanced postal processes!

Other Assistance With Preparing Your Mail

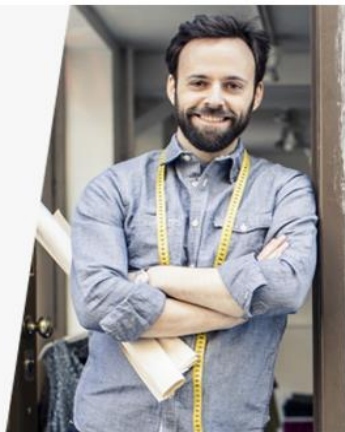
- **Presort Bureaus and Lettershops**
 - Presort bureaus and lettershops specialize in preparing Marketing Mail mailings for customers.
- **Software Vendors**
 - Many companies sell “presort software” that presorts your addresses, figures out how many mailpieces will qualify for which postage prices and prints out a completed postage statement.
- **Address List Vendors**
 - There are companies, list vendors that collect and sell information about consumers and businesses.

Advertise with Mail

Target Your Marketing Campaigns

Choose your audience and connect. The free Every Door Direct Mail® (EDDM®) mail route mapping tool can target addresses for small business advertisements or large corporate mailings.

Save money on marketing campaigns. USPS® offers a variety of mail service classes and postage rates based on mailpiece format and content and mailing volume and delivery options.



USPS is Marketing Mail's Biggest Champion

We integrate Marketing Mail into all USPS B2B and B2C omni-channel campaigns

***Has anyone here seen our
biggest Marketing Mail
campaign from 2018?***

Let's talk about our Holiday 2018 Marketing Mail campaign



Big Production

The Holiday 2018 direct mail piece was sent to every single household in America.

That's over 127 million households

Source:
United States Census Bureau, 2018

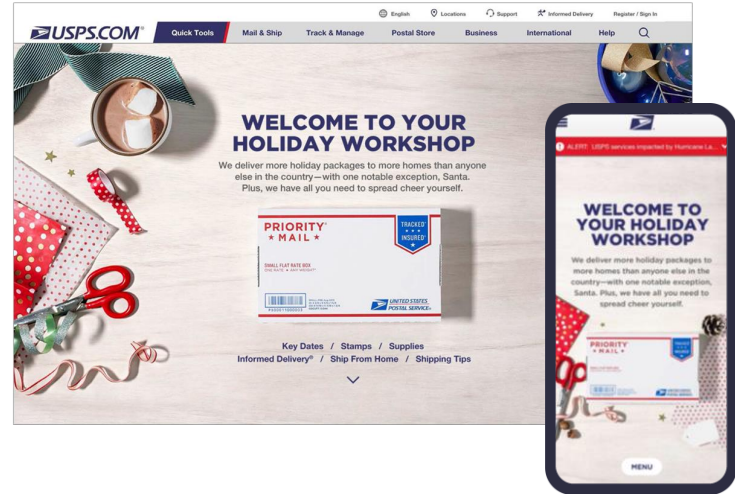
It had a Big Purpose as well

Make the holidays convenient
for every American



Bring the Post Office™
to their home

Our Marketing Mail drove recipients to USPS.com



A one-stop shop for all Holiday needs that drove people online



Buy holiday cheer for your outgoing mail from the comfort of home

**STOCK UP ON
STAMPS TO SEND
SEASON'S GREETINGS**

The perfect holiday card deserves the perfect stamp. Add cheer with our collection of seasonal stamps, from festive scenes to a classic Santa.

Buy them at your local Post Office™ or online at usps.com/workshop

NE DOE
HWY DRIVE
ANY STATE 12345

SHIP FROM HOME STAMPS

Order free shipping boxes online and have them delivered to you



FREE BOXES

GET SEASONAL SUPPLIES DELIVERED

Make the season merry, bright and easy. We'll send you **FREE Priority Mail®** boxes or prepaid Priority Mail Flat Rate® boxes right to your home. If It Fits, It Ships® for one rate to every state.*

Order boxes** at usps.com/workshop

PRIORITY® MAIL®

SMALL FLAT RATE BOX
ONE RATE • ANY WEIGHT**

UNITED STATES POSTAL SERVICE

*For mailable items up to 70 lbs.
**Available for select products. Boxes are delivered within the U.S. with your regular mail usually within 7 to 10 business days. For APO box, P.O. Box™ and Cluster Box customers, a note will alert you when boxes are ready for pickup at your local Post Office™.

Print shipping labels and schedule a package pickup while sipping a Holiday beverage at home



**PAY, PRINT AND SHIP
WITH CLICK-N-SHIP®**

Save time with Click-N-Ship®—our online tool that lets you pay for postage, print a shipping label and even schedule a free Package Pickup, all from home.*

Get started at usps.com/workshop

 Learn more about shipping from home. Scan the QR Code** or visit usps.com/shipfromhome

SHIP FROM HOME

Sign up to stay on top of all the gifts and greetings coming your way

TRACKING

FREE BOXES

STAY UP TO DATE WITH INFORMED DELIVERY® NOTIFICATIONS


Preview images of letter-sized mail and manage packages arriving soon with Informed Delivery® daily emails.*

Sign up for this FREE service now. Enter your unique code at usps.com/dailytracking

XXXXXXXXXX-XXXXXXXXXX

*Images of the exterior of incoming letter-size mail are available through Informed Delivery® email notifications, the dashboard and mobile app. Color images from participating mailers are also included. Package tracking information on Priority Mail Express®, Priority Mail® and other parcels is available through the Informed Delivery® dashboard and mobile app only. See informedelivery.usps.com for additional information and limitations.

0000000000



Get the key shipping dates right in your mobile calendar



**MARK YOUR CALENDAR
WITH KEY SHIPPING DATES**

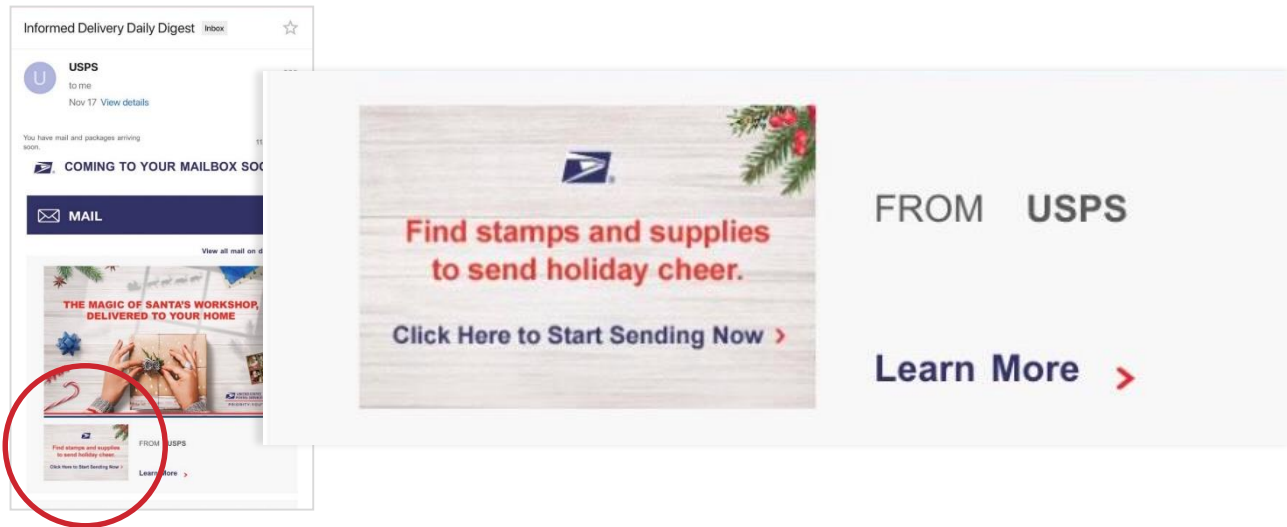
Make sure your holiday packages are sent on time by following our recommended ship-by dates.*

Add these USPS® holiday mailing dates to your calendar at uspscalendar.com

Learn more about shipping from home. Scan the QR Code*** or visit usps.com/shipfromhome

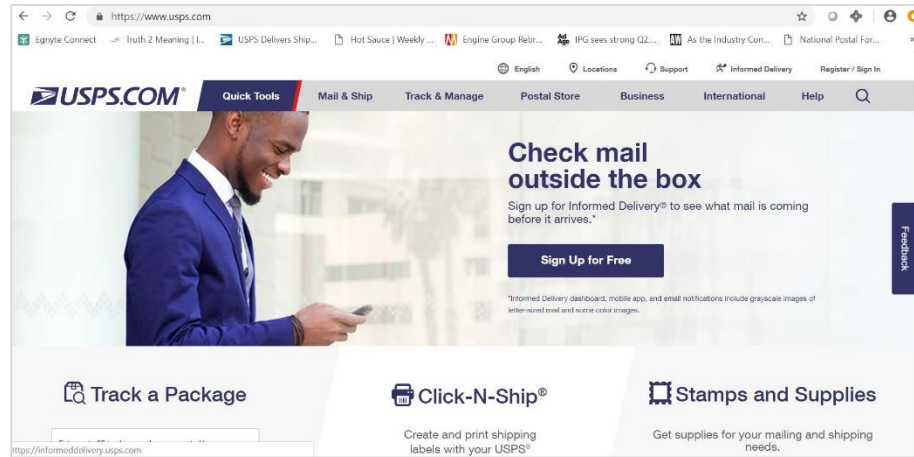
*Scheduled delivery date and time depends on origin, destination and Post Office™ acceptance time and other conditions. Some restrictions apply.
**For Priority Mail Express® shipments mailed December 22 through December 25, the money-back guarantee applies only if the shipment was not delivered, or delivery was not attempted, within two (2) business days. See DMH® Section 604. Privacy Notice. For more information regarding our privacy policies, visit usps.com/privacypolicy.
***QR Code is a registered trademark of Denso Wave Incorporated ©2018 United States Postal Service®. All Rights Reserved.
The Eagle Logo is among the many trademarks of the U.S. Postal Service®.

We also reached over 14 million households by seamlessly leveraging Informed Delivery® Ride-Along to drive them online



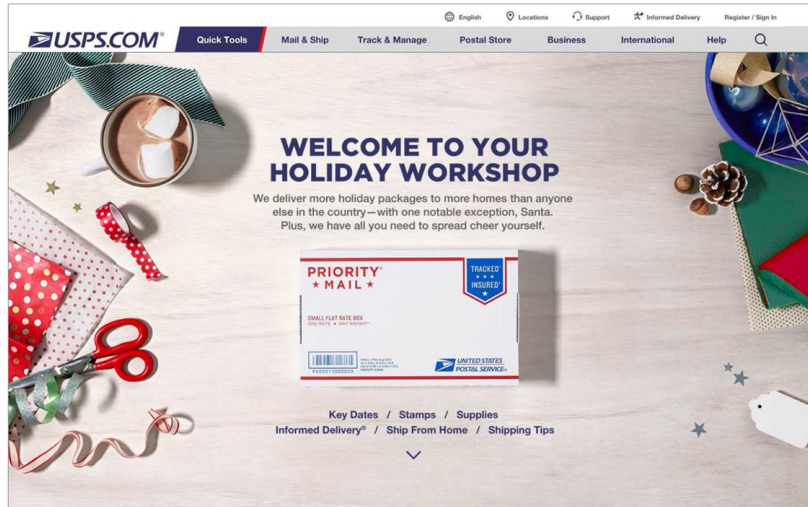
Being a massive mailing effort, Holiday Mail contributed to Big results

514 million visits to USPS.com web properties combined during November and December 2018 (22% of annual visits)



Source:
USPS Google Analytics

571 thousand *visits to the Holiday landing page*



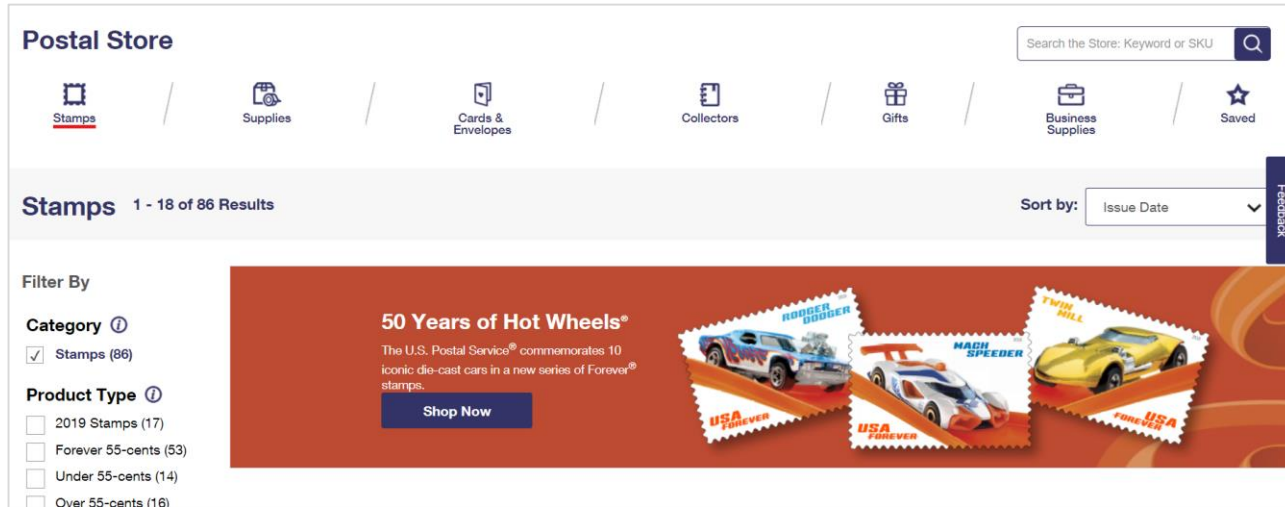
Source:
USPS Google Analytics

Desktop



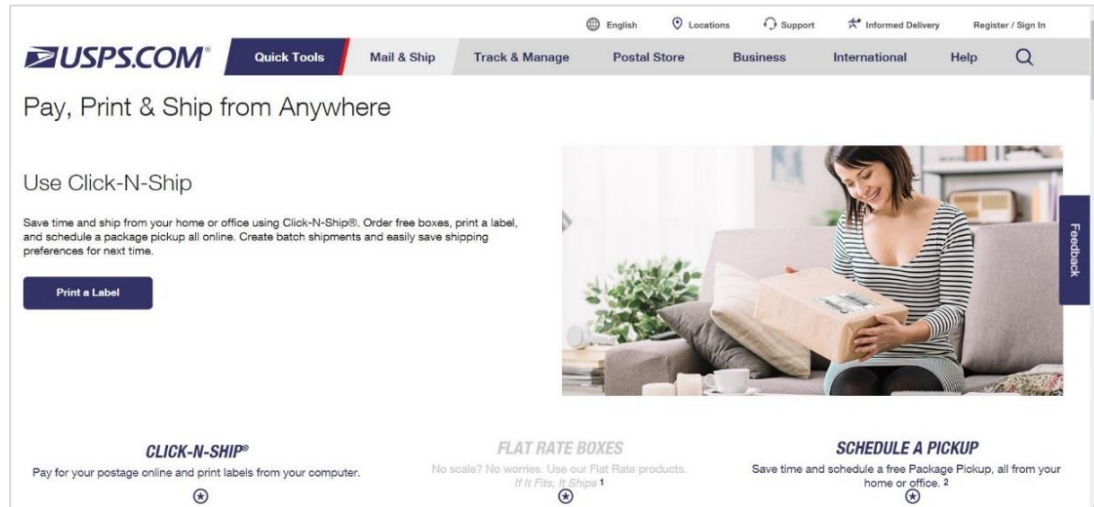
Mobile

\$68 million *Overall revenue from stamp purchases in November and December 2018*



Source:
USPS ECR MicroStrategy reports

\$93 million *Overall revenue from Click-N-Ship® services in November and December 2018*



Source:
USPS Data

714 thousand *Overall Informed Delivery[®] sign-ups in November and December 2018*



Source:
USPS Google Analytics

An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. The city is filled with numerous skyscrapers, many of which have their lights on. The text is overlaid in the center of the image.

*No matter what your goals
are, marketing mail is an
essential channel to include
in your media mix*

Thank you!