



**Every Door Direct Mail<sup>TM</sup>  
and EDDM-Retail<sup>TM</sup>**

**March 2010**

## Background

### USPS Executive Leadership Team objectives

- Grow revenue
  - Drive revenue by developing Market Mail Products and Services for Business Customers
    - Expand Simplified Addressing to City Routes
- Improve small business customer experience
  - Simplify the requirements
  - Enable acceptance and transactional processing of Simplified Addressing Mail at retail locations

## EDDM—Simplified Addressing Mail

- On December 16, 2010, the USPS announced an extension of the Simplified Addressing format to city routes
- Simplified addressing mail entered at the BMEU is called Every Door Direct Mail (EDDM)

## EDDM - Retail—A New Retail Product

- On March 1, 2011, the Postal Regulatory Commission approved a new product for retail using simplified addressing, called EDDM-Retail
- Available March 31, 2011
- **EDDM-Retail is simplified addressing mail entered at retail.** It differs in several ways from simplified addressing mail entered at the BMEU (EDDM), detailed in the next slide.
- **A key difference is permits:**
  - EDDM requires permits
  - EDDM-Retail improves the customer experience for small and medium businesses by eliminating required permits

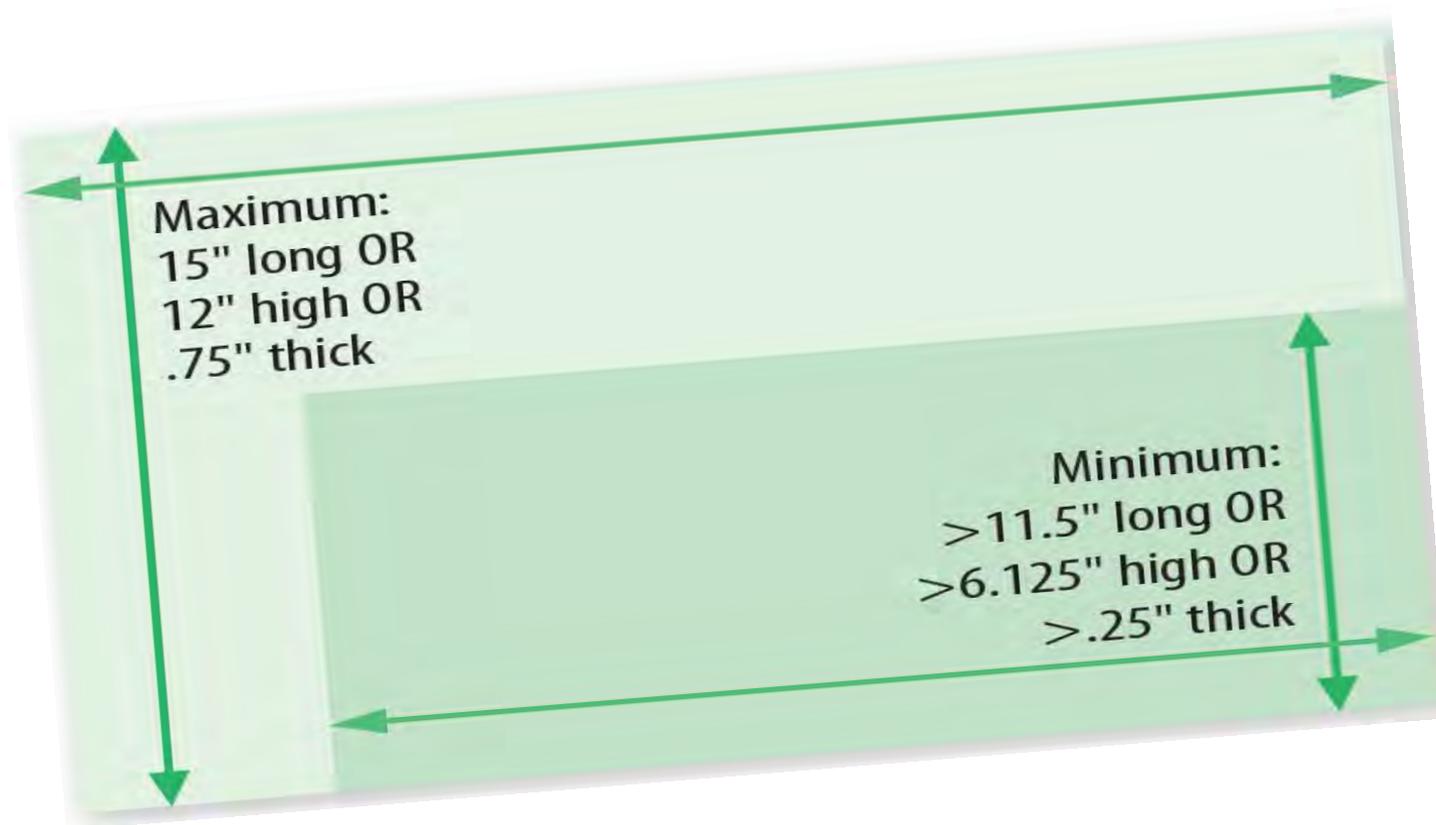


# EVERY DOOR DIRECT MAIL

Category	Every Door Direct Mail - BMEU		EDDM-Retail Product
	City	Rural	
<b>Supported Mail Classes</b>	<ul style="list-style-type: none"> <li>• Standard Mail Flats, Irregular Parcels</li> <li>• BPM Flats</li> <li>• Periodicals Flats, Irregular Parcels</li> <li>• Nonprofit Std Flats</li> </ul>	<ul style="list-style-type: none"> <li>• Standard Mail Letters, Flats, Irregular Parcels</li> <li>• BPM Flats, Irregular Parcels</li> <li>• Periodicals Letters, Flats, Irregular Parcels</li> <li>• Nonprofit Std Letters, Flats</li> </ul>	<ul style="list-style-type: none"> <li>• Standard Mail Flats</li> </ul>
<b>Mailpiece Limitations</b>	<ul style="list-style-type: none"> <li>• Per piece weight up to 15.994 oz for std mail</li> <li>• Unlimited piece count for a single mailing</li> </ul>		<ul style="list-style-type: none"> <li>• Mailing destined for the local delivery area only</li> <li>• Per piece weight up to 3.3 oz</li> <li>• 5,000 maximum, per mailer, per day</li> <li>• New Indicia</li> <li>• Existing Permits</li> </ul>
<b>Payment Methods</b>	<ul style="list-style-type: none"> <li>• Trust Account</li> <li>• Cash or Check</li> <li>• Debit Card</li> <li>• Pre-cancelled Stamps</li> <li>• Metered Postage</li> </ul>		<ul style="list-style-type: none"> <li>• Payment in full</li> <li>• Cash or Check or Debit Card</li> <li>• Metered Postage</li> <li>• No Trust Fund Payments</li> </ul>
<b>Mailing Documentation</b>	<ul style="list-style-type: none"> <li>• PS Form 3602 (Page 1 and Section F), 3541 or 3605 (as applicable)</li> <li>• EDDM Documentation for PS 3602</li> <li>• Facing Slip or Carrier Route Information Line on each bundle</li> </ul>		<ul style="list-style-type: none"> <li>• New Retail PS Form 3587 which will have CR documentation on back</li> <li>• A sample of mailpiece</li> <li>• Facing Slip or Carrier Route Information Line on each bundle</li> </ul>

## FLATS SPECS

As specified in previous slide, EDDM (BMEU) can be flat-sized or irregular parcel. EDDM-Retail *must* be flat-sized.



## Some other key points:

- MSPs can enter EDDM-retail at retail for their customers
  - 5,000 piece per day per unit restriction is per customer. If the MSP has multiple customers, MSP can enter 5,000 pieces per customer
- EDDM-retail is eligible for the Sales and Business Connect contests, but is not eligible for credit towards incentive programs such as the Saturation Mail Incentive program—incentive program mail must be deposited at the BMEU (EDDM)



## Potential *Every Door Direct Mail* (EDDM) and EDDM-Retail Customers Include:

- Retailers
- Auto dealerships and services
- Restaurants
- Business Services (focus on business routes)
- Attorneys
- Doctors and local health clinics, hospitals
- Dry cleaners
- Contractors, home services
- Realtors
- Local arts and community organizations.



## How customers will use EDDM and EDDM-Retail

- Target a location without an address list
- Send out local mailing or national campaigns, coupons to drive traffic to local stores or events, etc.
- Prospect for new customers at reduced preparation costs from regular Standard Mail

## Add up the Customer Benefits to *EDDM and EDMM-Retail*



- Ads can be produced quickly
- The larger than average sized ad stands out in the mailbox
- Once in a resident's hands, their focus is solely on the logo, message and offer
- Ad comes in with the important correspondence and stays in the household until removed
- Can be passed along to all household residents or friends



## Labeling options are simple

\*\*\*\*\*ECRWSS \*\*\*\*\*

Postal Customer  
City, State, 5-Digit ZIP Code

\*\*\*\*\*ECRWSS \*\*\*\*\*

PO Box Holder  
City, State, 5-Digit ZIP Code

\*\*\*\*\*ECRWSS \*\*\*\*\*

Local  
Postal Customer

\*\*\*\*\*ECRWSS \*\*\*\*\*

Residential Customer  
City, State, 5-Digit ZIP Code

Every Door Direct Mail

## EDDM and EDDM - Retail Pieces Required

- Mailer prepares enough pieces to provide complete distribution for each carrier route chosen, either every
  - active residential delivery (household residence) or
  - active delivery (residential and business) in accordance with the process described in the revised [DMM 509.1.1](#), *Delivery Statistics File*.
- Mailer can choose to mail to only one carrier route, or as many as desired.

## EDDM AND EDDM - Retail Documentation

### Required Documentation:

- 3602 for EDPM
- *OR* new simplified PS Form 3587 for EDPM - Retail
- Delivery Statistic Documentation
- Facing Slips

Documentation can be downloaded from the SMP tool

[www. https://smp.usps.gov](https://smp.usps.gov)







## EDDM and EDDM - Retail--Compliance with —Do Not Deliver” Requests Listed on Facing Slips

- We are asking all mailers to observe the wishes of their mailers for Do Not Deliver requests, by providing that address to the USPS via the facing slip.. The carrier will then note the address and not deliver the identified mail piece to that customer



## Service Standards

- Delivery units will be expected to handle flat size and irregular parcels saturation mailings according to current service standards and as directed by local management, consistent with national policy.

## Location of EDDM - Retail Entry

- All USPS retail facilities are required to offer EDDM - Retail
  - Includes units not attached to delivery unit
- Retail Units cannot accept mail for other delivery units
  - Exception: Retail locations currently going through Delivery Unit Optimization. Local office will provide customers directions on which office to take the mail for subsequent mailings
- If mailer tries to process a mailing for another office at your unit, direct customer to correct location



## EDDM - Retail ACCEPTANCE

While the customer is present:

### ➤ **Step 1 - Documentation Required**

- Mailer provides Retail Associate or Postmaster/PMR with:
  - A completed Postage Statement (new simplified statement)
  - A sample of mailpiece

*Retail or Associate or Postmaster/PMR can print copies of the statement to have available at window (<https://smp.usps.gov>)*

## EDDM - Retail ACCEPTANCE

While the customer is present:

### ➤ Step 2 – Initial Verification

- Mailpiece must have EDDM - Retail Universal Permit Indicia or Mailer's permit imprint
- Weigh the sample. The mail piece must weigh 3.3 ounces or less
- Verify the postage payment equals the price times the number of pieces. e.g. One Thousand 3.3 ounces or lighter pieces x \$0.142 = \$142.00
- Please ensure that your customers' mailpieces meets Standard Mail® flat dimensions

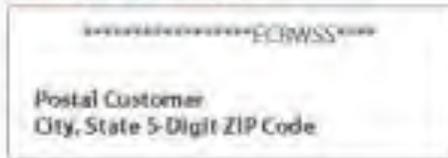
# Retail EDDM Indicia



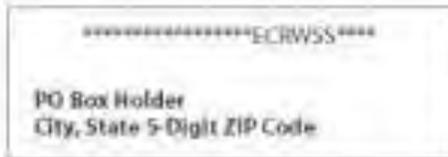
## EDDM - Retail Acceptance cont'd

- Step 2 – Verification continued
  - Verify Address is one of the following formats

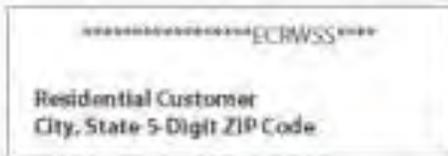
For any USPS® entry point.



Postal Customer  
City, State 5-Digit ZIP Code

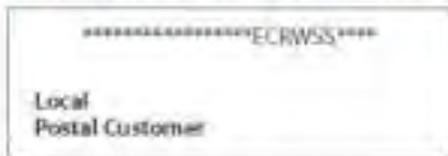


PO Box Holder  
City, State 5-Digit ZIP Code



Residential Customer  
City, State 5-Digit ZIP Code

For entry at a local Post Office™ servicing your target area.



Local  
Postal Customer

Acceptable every Door Direct Mail formats

All mailpieces must contain ECRWSS in the address area or within or below the permit indicia. A route number is required on the Facing Slip (Bundle Identification Label) and is optional in the address area.

## EDDM-Retail Acceptance cont'd

- Step 3 - Transaction Processing
  - Retail Associate or Postmaster/PMR
    - Accepts and processes mailing payment (check, cash, or debit – no credit cards)
    - Provides the customer a receipt for the mailing
    - Thanks the customer for their business and directs the customer to bring mailing to counter or backdoor (local discretion)

## EDDM - Retail--After the customer leaves

### ➤ Step 4 - Post transaction activities:

- Retail Associates/Postmasters/PMRs verifies mailing/bundle count
- Acceptable tolerance for mailpiece count is 1% over or under per carrier route
- If within tolerance:
  - If mail piece count is less than specified on the documentation, deliver what we have, contact mailer, adjust postage statement
  - If mailpiece count is more, notify customer, and deliver what was paid for
  - If bundle makeup is not acceptable, contact the customer and ask them to correct it
- If not within tolerance notify customer



## EDDM - Retail Mail Staging and Transportation

- Mail staging will be determined on a local level, presumably the same as current saturation mailing
- In-home dates are not available
- The mail will need to be color coded when the mail is passed from the window to the back office. Color code the mail immediately after verifying the mail.
- If the Retail unit is separate from the delivery unit, the retail unit gets the mail to the delivery unit via interstation transportation
  - Requires Retail Placard on the cage

## Customer Steps--Getting Started with EDDM - Retail

- Mailer goes to [www.usps.com/eddm-retail](http://www.usps.com/eddm-retail) to obtain more information and to register
- Customer taken to Business Customer Gateway registration screen when hits [registration](#) button
- Mailer completes simple registration process
  - Company name, Address, Phone, Email, Contact Name, etc.
- Customer goes to online tool to determine mail quantities and prepare documentation
- Tool generates new Retail mailing statement (under development)



# EVERY DOOR DIRECT MAIL

## Online Process Tool (<https://smp.usps.gov>)

Plan & determine precise route coverage and counts.

Search Carrier Route information and find homes near their business by location using **Geographic Map Technology**

Calculate your postage in real time (no guessing)



## Call Center - Customer Service

- 20 Agent Staff
- Customer Support for
  - Every Door Direct Mail
  - EDDM - Retail
- SMP Technical inquiries will be forwarded to  
Memphis