

Does Mail have a place in the Consumer-Driven Digital Era?

Lynn A. Noble
Manager, Strategic Account Operations
US Postal Service Headquarters

CLIENT: USPS
PRODUCT: INTERNAL VIDEO
TITLE: 2012 USPS BRAND ESSENCE VIDEO

ID: AT00-1841H
LENGTH: 1:50
DATE: 7.6.11
FORMAT: 1920x1080 HD 23.98
POST: CONTENT STUDIO / BEAST
MASTER: M4630 / DT11327
MUSIC: mdv-a_star_is_bjorn.wav
FONT: MYRIAD PRO



Marketing Exec Observations

- "Job one is realizing there is **no going back to so-called normal times**, there is only going forward and understanding what the 'new normal' is and then moving quickly to solutions and getting those solutions into the marketplace."
- There are not a lot of gains to be made by cutting anymore. Most of the major restructuring has taken place so companies are really looking for **improved financial performance**. As a result, **accountability** to business results and strategy have got to be more important.
- "We need to **connect** with consumers **across** channels in a **meaningful** way"

Source: AdAge

Technology Explosion in Media



Social Media



Interactive Media



TiVo



Smart Phones



BlackBerry 8700g



Webcasting



Podcasting



Consumers have become empowered!

What Does it Mean?

- New Market Realities
- New Behaviors
- New Metrics
- New Channels
- New Choices



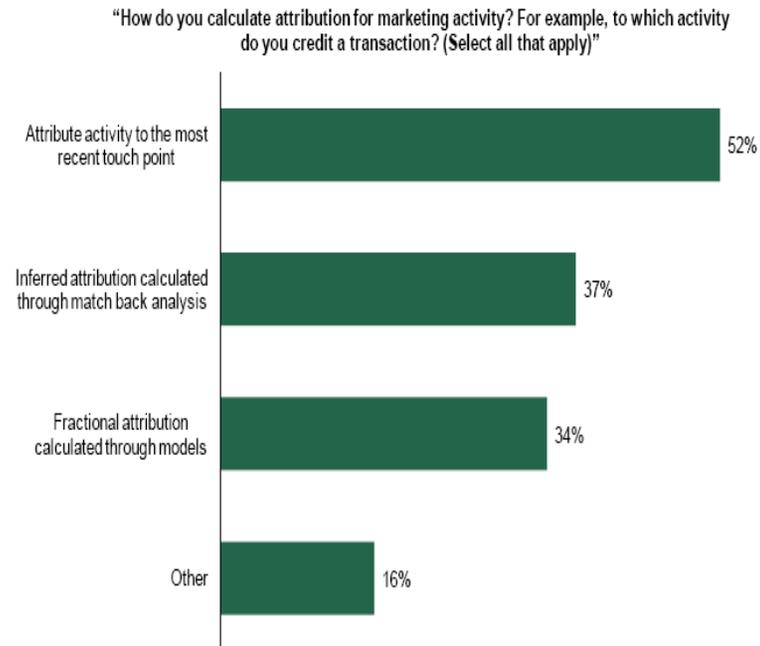
New Realities

- Consumers are always “On”.
 - The successful marketers will be “there” to meet them...wherever “there” is.
- Creativity is no longer the golden goose.
 - Targeting and relevancy are
 - (creativity only matters for industry awards, but not to the CFO or the stockholders)
- Consumers may not “start” all conversations, but they quickly take control of them and the marketer must be **way out ahead** or else.
 - Staying out front means you need to know the interplay between media, and be able to separate the drivers from the order-takers.
- The only people who cheer for one medium over another are media peddlers. To the customer it is - and always has been – *irrelevant*

It's a Micro-Audience/Multichannel World

New Metrics

Customer Engagement doesn't always affect Customer Communication Planning



Base: 149 US senior-most marketing people and marketing managers
Source: A commissioned study conducted by Forrester Consulting on behalf of Merkle, Inc., August 2009



“When calculating attribution — such as deciding which marketing activity to ‘credit’ for a transaction — **more than half of the respondents attribute activity to the most recent touchpoint.** If a prospect or customer saw a TV ad, received a direct mail piece, received three emails, and then searched for an item and bought it from their company, the entire “credit” for driving the sale would be allocated to the firm’s search engine marketing efforts or activity.

Only a third of marketers calculate fractional attribution through models across their activity. Far from enjoying a systematic and consistent approach to marketing measurement, marketers’ entire approach is broken.

They emphasize financial criteria, which they fail to measure in a robust and accurate manner, and then they use those findings to plan their budgets for their next campaigns.”

Leaders accurately implement/measure Integration across mass and direct channels



New Channels

- Email is already considered “traditional”
- Online Engagement/Search Engine Optimization
- E-commerce/Multi-channel Merchandising
- Mobile Marketing & Commerce
- Social Media
 - Facebook, Pinterest, Twitter
- Local Marketing (e.g. Foursquare)
- Interactive Print-to-web Solutions

Digital Trends

- E-mail click-through rates in Q2 drop to the lowest level on record
- Email marketing campaigns are plagued by a lack of response
 - Little adjustment by marketers to solve the problem
- U.S. consumers will check more e-mail from their mobile devices (smartphones and tablets) than from traditional computers by the end of this year
 - **44 million** smartphone users visited Amazon in March
 - **27 million** visited eBay
- Facebook has over 900 million active users/\$5.7 billion ad revenues
- Mobile is the next big thing, but it is still “next” (and not quite now)



Famous Proclamations

Print is Dead

Catalogs are Dead

Advertising is Dead

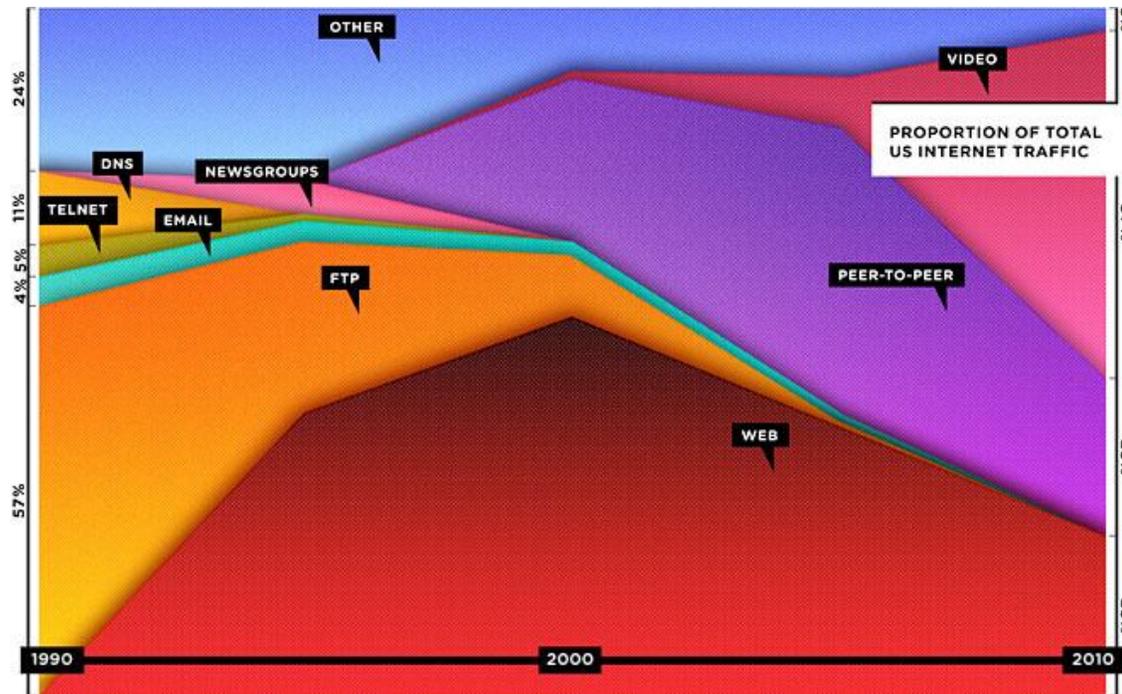
Direct Mail is Dead

Newspapers are Dead



Wired Magazine – September 2010

The Web is Dead!

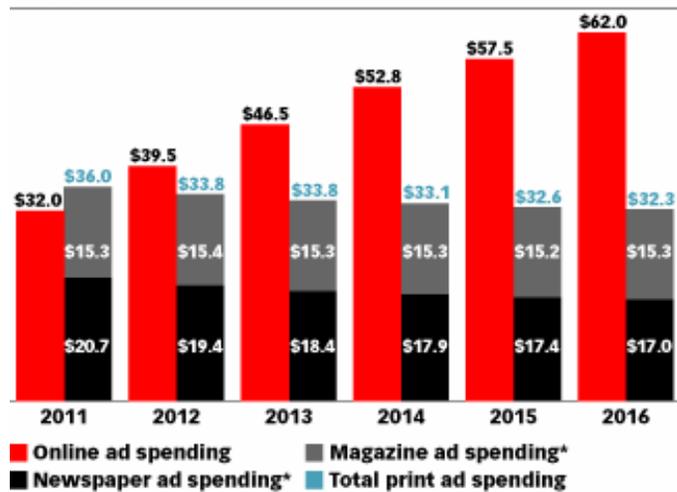


“Increasingly, the center of gravity of all media is moving to a post-HTML environment”



Reports of my death have been greatly exaggerated! – Mark Twain

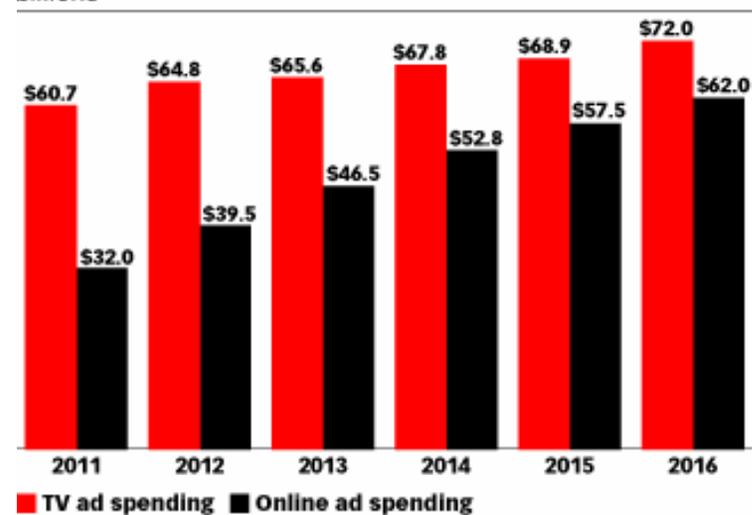
US Print vs. Online Ad Spending, 2011-2016
billions



Note: eMarketer benchmarks its US online ad spending projections against the IAB/PwC data, for which the last full year measured was 2010; eMarketer benchmarks its US newspaper ad spending projections against the NAA data, for which the last full year measured was 2010; *print only
Source: eMarketer, Jan 2012

136019 www.eMarketer.com

US TV vs. Online Ad Spending, 2011-2016
billions



Note: eMarketer benchmarks its US online ad spending projections against the IAB/PwC data, for which the last full year measured was 2010
Source: eMarketer, Jan 2012

136018 www.eMarketer.com

Direct Mail Spending for 2012 will exceed \$50 million!

Direct Mail: It Works and Customers Still Want It

- Two-thirds (66%) of online Americans have made a purchase because of an email marketing message -- and **nearly as many (65%) purchased a product or service thanks to a direct mailing.**
 - Marketing messages delivered via social media and mobile did not fare as well; One in five (20%) have made a purchase thanks to an ad viewed while on Facebook, while 16% have bought based on prompting from a mobile marketing messaging (16%).
- The study also finds that **direct mail is the only channel where an unsolicited message isn't viewed as inappropriate by consumers.**
- Direct Mail connects with young buyers, with ages 18 to 24 influenced the most.

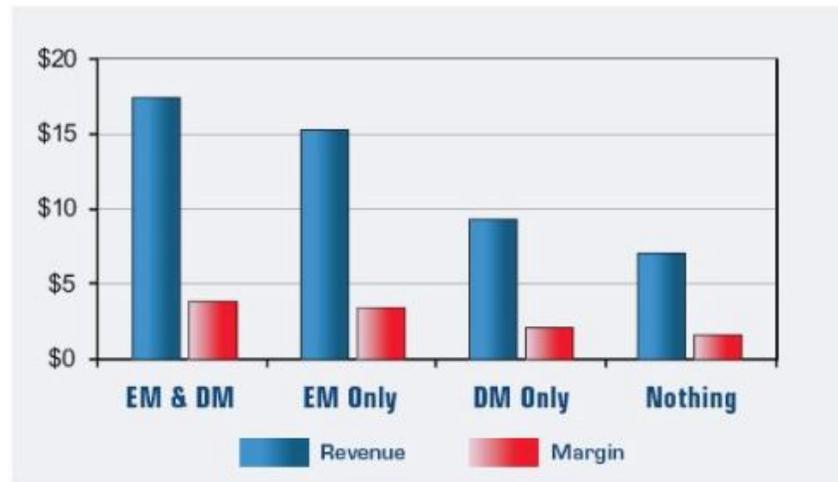
Source: ExactTarget 2012 Channel Preference Survey

Direct Mail: Integration is Key

- Integrating Direct Mail into campaigns can
 - Boost ROI by 20%.
 - 44% lift to your local ads
 - 62% lift to online campaigns

Integrated Campaigns Bring Higher Margin

Consumer Value by Contact Segment



Source: Merkle

Consumers who received both email and direct mail generally contribute more revenue per household. In terms of revenue, consumers who received both email and direct mail on average contribute about **\$17 in revenue and \$4 in margin per household.**

Source: Merkle 2010

Catalogs and the Web



**UNITED STATES
POSTAL SERVICE**

DMA:2010

Shopping vs. Buying

Mail

- There's no better way to shop than by catalog.
- Drive traffic to web and stores

Mobile

- Less than 20% of U.S. households with mobile phones use their carriers' data services, which enable most m-commerce activities.
- Strong connection to retail



Web

There is no better way to buy than on the web.

- 24/7
- Instant Gratification
- Purchase receipt
- Cross/Up-sell

Clicking and Shopping

Influenced 67% of prospects to visit the site

All recipients spent 28% more



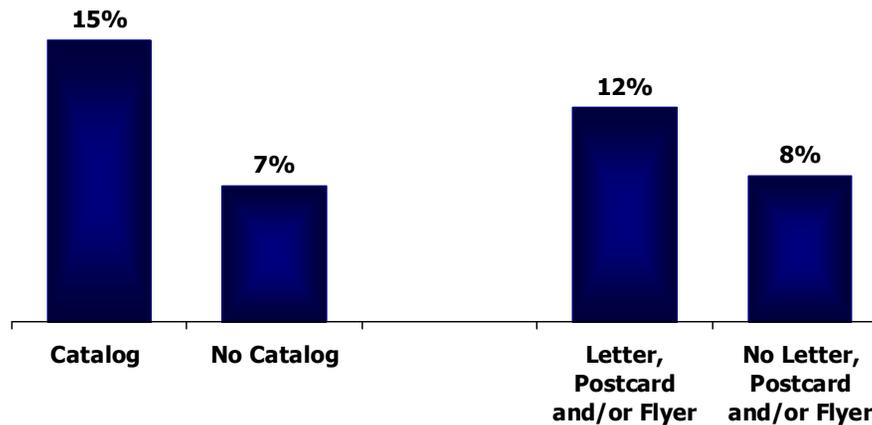
Catalogs attract new customers and increase online buyer purchase rates

Source: Catalog Study: Key Insights

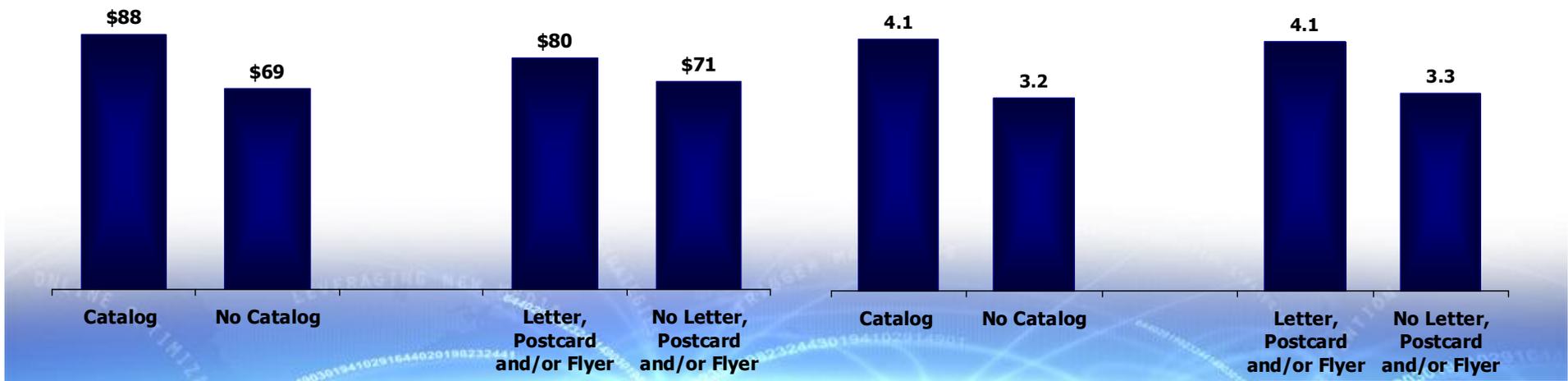
Catalog and Direct Mail recipients are likely to buy, spend more and buy more often

Buyer Conversion by Specific Marketing Method

15% of all consumers receiving a catalog and 12% receiving a letter, postcard and/or flyer made a purchase on the site.



On average, recipients of a catalog spend 28% more and buy 28% more items than those who did not receive a catalog.



Source: comScore –Multi-Channel Mail Study

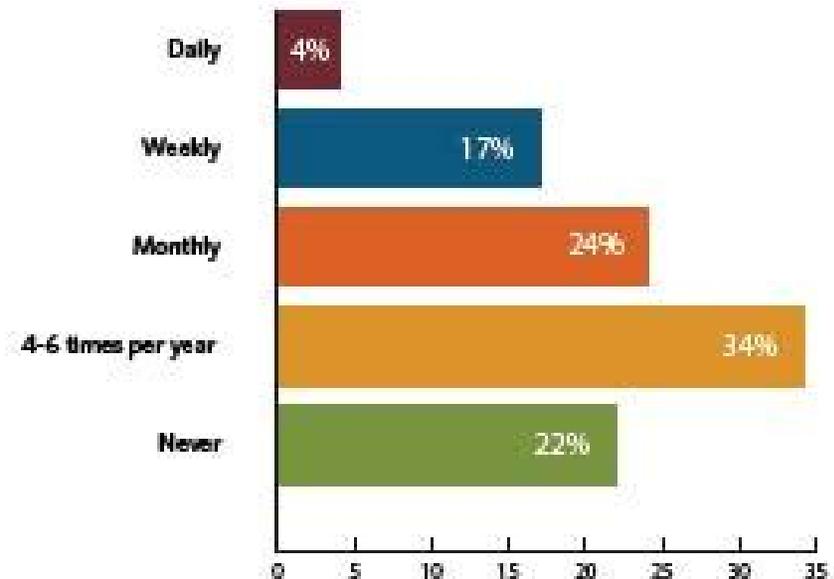


Consumers are using multiple channels to research, shop and purchase.

Catalogs are a strong traffic driver to the web.

Nearly 1/3 of consumers rely on three or more different channels (online, in-store, print catalogs, mobile devices, customer service reps) to research products and services and complete their purchase

How frequently do you browse/research products or services by looking at catalogs?



78% of consumers said they use catalogs to browse and discover new products and services. They use the web to narrow the search and make the purchase.

Mail is Relevant



79%

of households say they read or scan their mail daily.

47%

of households read catalogs.

MAIL CAN HELP GET YOUR MESSAGE NOTICED AND READ.

Can an Old Dog Really Learn New Tricks?



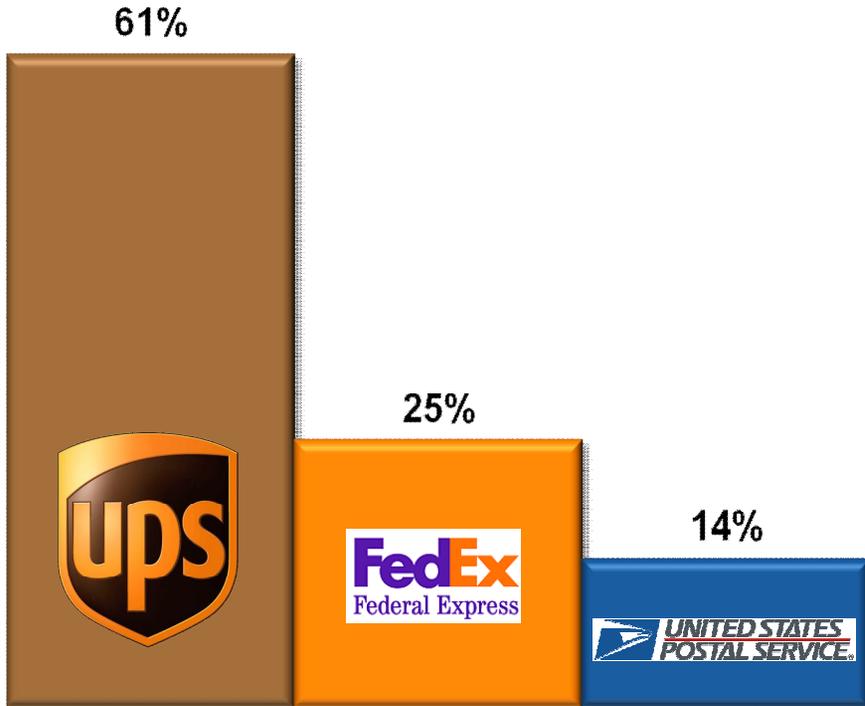
<http://www.youtube.com/watch?v=P2BfzUIBy9A>



Priority Mail Flat Rate Box Campaign Case Study

Winner of:
2010 ARF Grand Ogilvy Award
2010 AMA Effie Award
2010 *Mediaweek* Media Plan of the Year

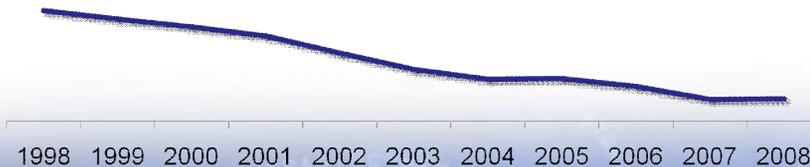
Iconic Competitors Dominate Category



- Competitors Hold 86% Market Share & Outspend USPS 7 to 1
- Declining Category & Share
- Plan to increase volume by 5%



Ten Consecutive Years of Share Loss for USPS



Market Share



A Campaign With a Face

Ship to any state for a low flat rate.

It's simple.

If it fits, it ships** anywhere in the country for a low flat rate. • There's no need to weigh anything under 70 lbs. Four sizes for you to choose from, starting at \$4.95. • When you're ready to ship, we'll pick them up for free!

Get a free supply of Priority Mail® Flat Rate Boxes at prioritymail.com/boxes6 or call 1-877-354-USPS

Priority Mail Flat Rate.
A simpler way to ship.  UNITED STATES
POSTAL SERVICE®

* For mailable items up to 70 lbs. Visit usps.com for details.
† For complete details on Free Package Pickup, visit usps.com
©2009 U.S. Postal Service. The Eagle, the United States Postal Service logo/typotype, and the trade dress of the USPS shipping boxes are registered trademarks of the U.S. Postal Service.

- Campaign development research reinforced use of the U.S. Postal Service Letter Carrier as key performance driver
- Leverages the strength of the relationship many people have with their Carrier

Understanding what drives the brand

- Direct Mail and other response channels used to drive trial
- Ongoing performance analysis to optimize channels and vehicles



Q My business could really use a simpler way to ship. But I don't know where to begin.

How do I start shipping with Flat Rate Boxes?

ORDER YOUR FREE FLAT RATE BOX SHIPPING KIT TODAY!

NEAREST OFFER ENDS JULY 20, 2009.

A There are three easy ways to get your FREE Flat Rate Box Shipping Kit:

- Mail in the attached card
- Call 1-877-919-8777
- Go online to:

prioritymail.com/jeffsmith123

Get your FREE Flat Rate Box Shipping Kit.

Fill out and send in this card, call 1-877-919-8777, or go online for your FREE Flat Rate Box Shipping Kit.

Please act now. Offer ends July 20, 2009 and is only available while supplies last.

Yes, send my FREE Flat Rate Box Shipping Kit.

0000000001 AD0000
 JEFF A. SMITH
 TITLE _____
 COMPANY NAME _____
 ADDRESS 2 _____
 ADDRESS 1 _____
 CITY STATE ZIP CODE +4 _____

Phone _____
 E-mail _____
 Type of business/industry _____

©2009 United States Postal Service. The logo, the United States Postal Service, and shipping and the United States of the USPS logo are registered trademarks of the United States Postal Service.

Nimble use of Digital

Landing page created to circumvent difficult areas of usps.com and deliver desired customer experience

The image shows a screenshot of a USPS Priority Mail Flat Rate landing page. At the top, there is a red navigation bar with links for "Prices subject to change. Always get the current prices at postcalc.usps.gov", "Email this page", "Download a brochure", and "Get Adobe Acrobat". A small green alien character is visible in the top right corner. Below the navigation bar is the USPS logo and the text "Priority Mail Flat Rate: A simpler way to ship. Toys". The main content area features a form titled "Get Your Free Flat Rate Box Shipping Kit" with the subtext "Answer a few questions to get your free Priority Mail® Flat Rate Box Shipping Kit – a complete set of Flat Rate boxes with important information and tips." The form includes a radio button selection for "At work" (selected) and "At home". It has input fields for "First Name", "Last Name", "Company", "Street Address", "Floor/Suite", "City", "State" (a dropdown menu), "ZIP Code™", "Phone", and "Email". A checkbox is checked for "I want to get more info from USPS.com@". A note indicates "*Required fields". At the bottom of the form, there is a dropdown menu for "On average, how many packages do you ship daily?". To the right of the form is a large image of Woody, Buzz Lightyear, and Mr. Potato Head from Toy Story 3, with a "TOY STORY 3" logo. The bottom of the page features a blue footer with the USPS logo and the text "UNITED STATES POSTAL SERVICE®".

Augmenting the online Flat Rate Box Experience

Prices subject to change. Always get the current prices at postcalc.usps.gov ▶

Email this page ▶ Download a brochure:  Get Adobe Acrobat ▶ pdf ▶ txt ▶



Priority Mail Flat Rate: *A simpler way to ship.* Toys

Business Services ▶

Convenient Services ▶

Online Tools ▶

Cost Savings ▶



Which Box Fits Your Shipment?

Use your webcam and our Virtual Box Simulator to project box holograms onto the image from your camera. Then, compare the size of the real stuff you want to ship to the size of the virtual box on your screen.

If it fits, it ships®...for a low flat-rate.



See How It Works ▶

It's Simple.
Here's How...

Step 1 - Print a special eagle icon to trigger the hologram.

[Print one now ▶](#)

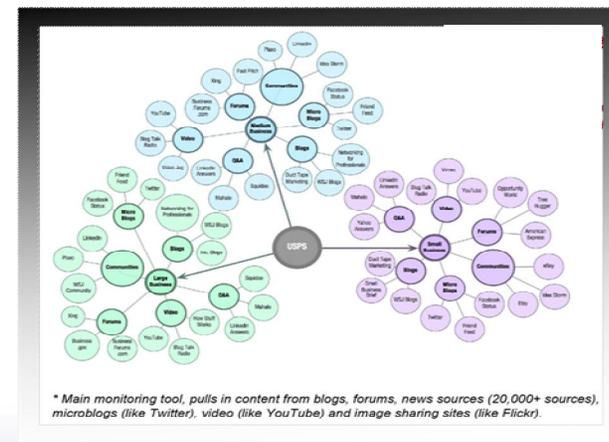
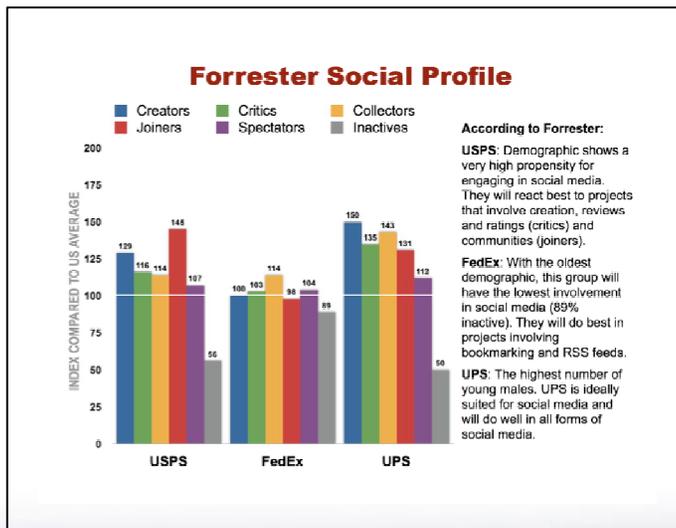
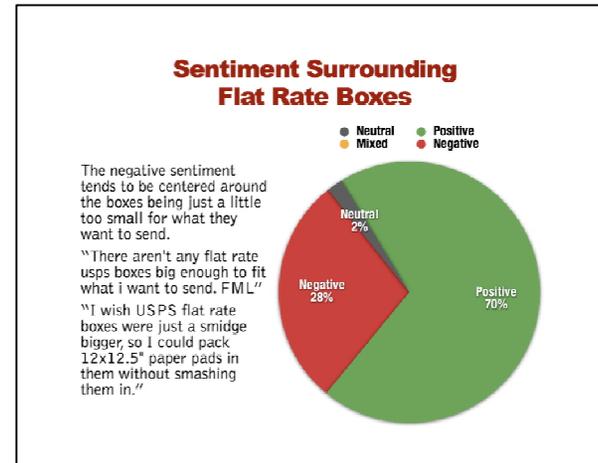


Step 2 - Turn on your webcam.



Traditional tracking takes a hiatus

- Decision made to take hiatus from long-running tracking study
- Social media auditing used to 'keep an ear to the ground'

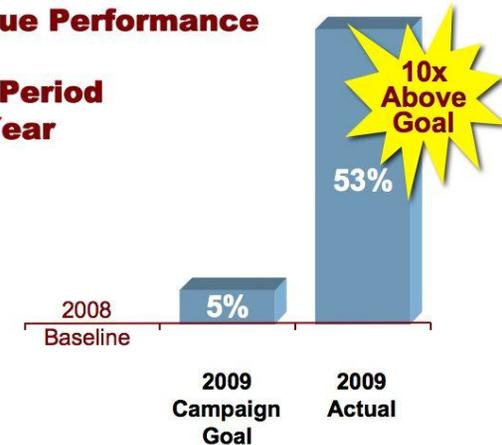


Business Success – Driven by Research Commitment

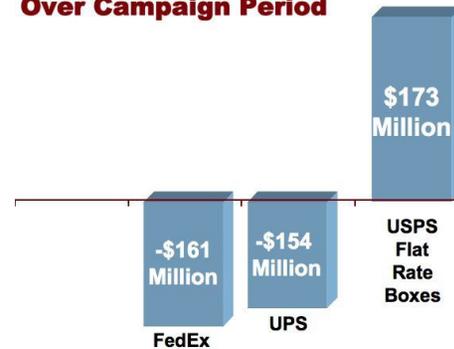
Volume Performance vs. Same Period Last Year



Revenue Performance vs. Same Period Last Year

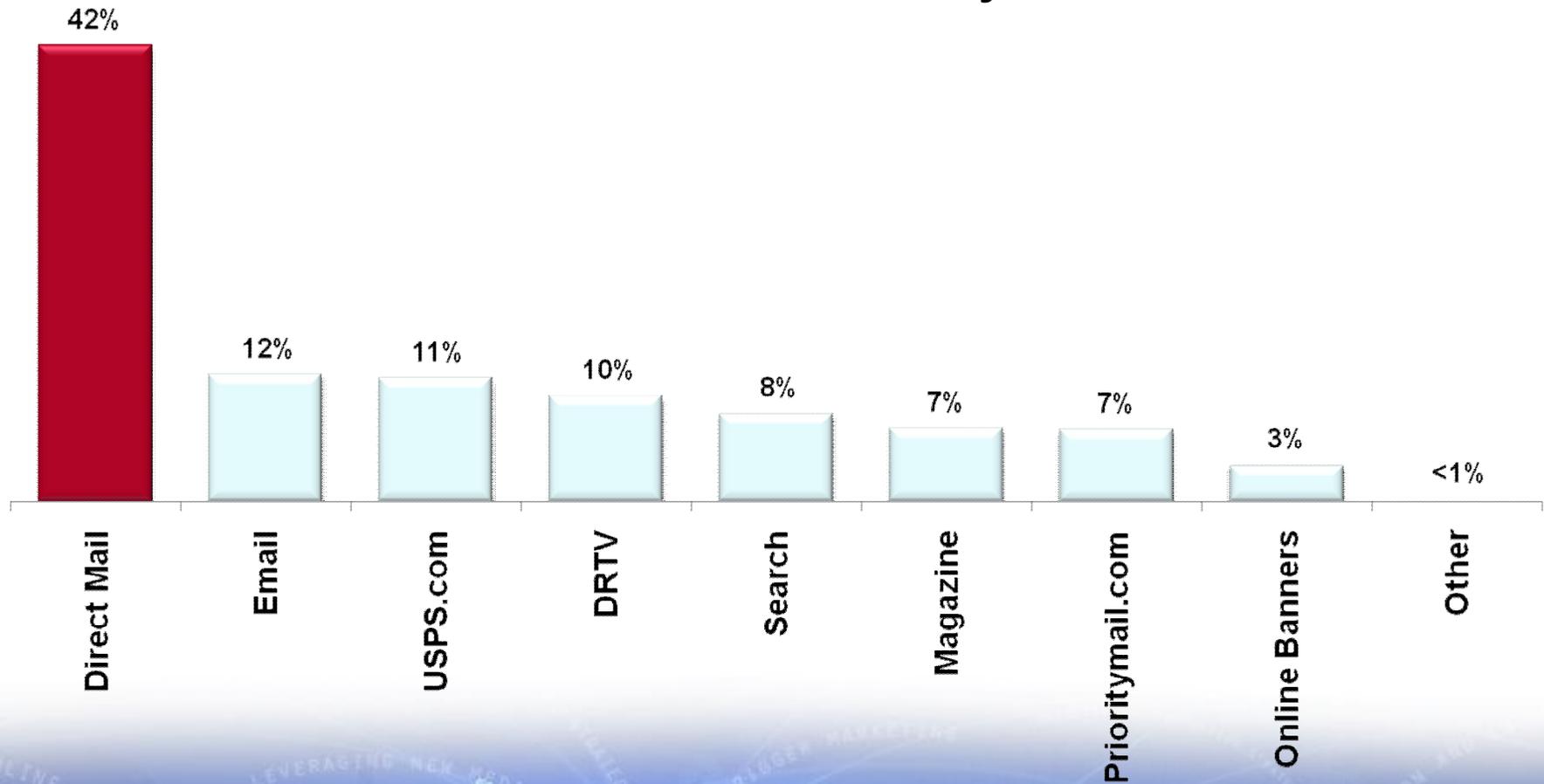


Package Shipping Revenue Performance Over Campaign Period



2010 Leads by Media Channel

Direct Mail has accounted for 42% of total leads;
over three times the number of any other channel



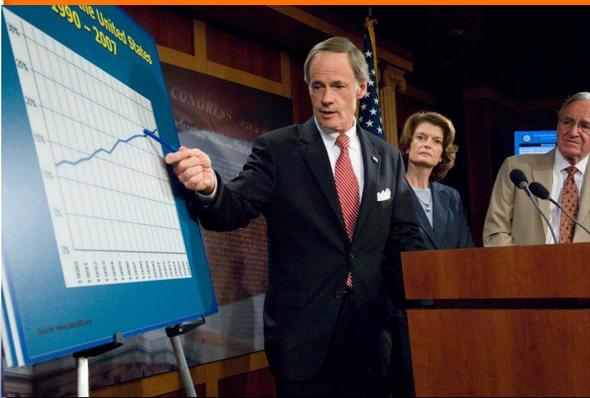
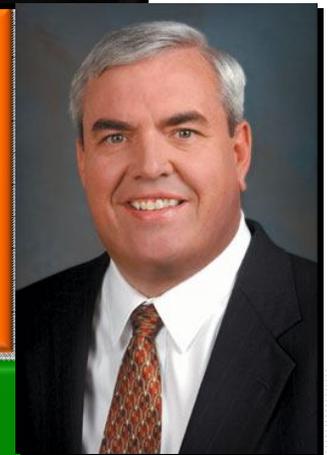
Results Get Noticed

**ARF's 2010 Grand Ogilvy
2010 Effie Award Winner
Mediaweek's 2010 Media
Plan of the Year**



**“Outstanding example of how the Postal Service
can compete with private enterprise.”**

-Sen. Thomas R. Carper



**“Best advertising program in 30-years.”
-U.S. Postmaster General Jack Potter**

What about Social Media?



Social Media Integration Case Study



Direct Mail & Social Media

- What if your next direct response
- marketing campaign could produce:!
- **900% ROI** (Email campaign)
- **2x online sales** (Email campaign)
- **40% Redemption** (Direct Mail campaign)
- **280% Response** (Direct Mail campaign)

What are the experts saying?



Harvard Business Review:

The conversation has changed between Businesses and Consumers. Is your marketing a monologue or a dialogue?

Morepace, Mckinsey, Epsilon, Neilson, and Omniture have all released studies addressing top trends:

- The power of word of mouth marketing
- Viral Peer sharing in campaigns
- Identifying your brand ambassadors and influencers in campaigns
- Knowing your numbers: Response rates, sharing activity and ROI



The Share

A personal recommendation is more influential than any advertisement, so why not equip your customers with the power to market your offer directly to their friends?

68%

Say a positive referral from a Facebook friend makes them more likely to buy a specific product or visit a certain retailer¹

90%

Trust Peer Recommendations²

vs.

14%

Trust Advertisements³

¹ PRNewswire. "Morpace Reports: Facebook's Impact on Retailers." March 2010. <<http://www.prnewswire.com/news-releases/morpace-reports-facebooks-impact-on-retailers-89590997.html>>

² July 2009 Nielsen Global Online Consumer Survey

³ "Marketing to the Social Web," Larry Weber, Wiley Publishing 2007

The Stein Mart Story



A postcard, including a Ducky Purl, was sent to 20,029 current customers.

The postcard features the Stein Mart logo at the top left. The main headline reads "WIN \$1000 SHOPPING SPREE!" in large, bold letters. Below this, a circular badge says "GO ONLINE NOW!". To the right, the name "Jane," is written in a pink font, followed by an invitation to an online event with "\$10 OFF \$25 and your chance to WIN!". Below that, it says "We're giving away 10 - \$100 Gift Cards and a \$1,000 Shopping Spree when you share online!". A row of social media sharing icons (share, Facebook, Twitter, Email, SMS) is present. At the bottom right, there is a photo of two women and the Stein Mart slogan "once you go you get it". The URL "www.SteinMartGift.com/janesmith" is displayed at the bottom.



The Form

When a customer logged in to their PURL, they were brought to Stein Mart's customized microsite.

User Experience

Stein Mart once you go you get it
brand-name fashion • accessories • home decor • linens • shoes

WIN \$1000 SHOPPING SPREE!
OR 1 OF 10 \$100 GIFT CARDS!

Complete your information below and get \$10 off your next purchase of \$25 or more! **SHARE** for your **CHANCE TO WIN!**

Please enter your information below.

First name:

Last name:

Email:

Birthdate: / /

Gender:

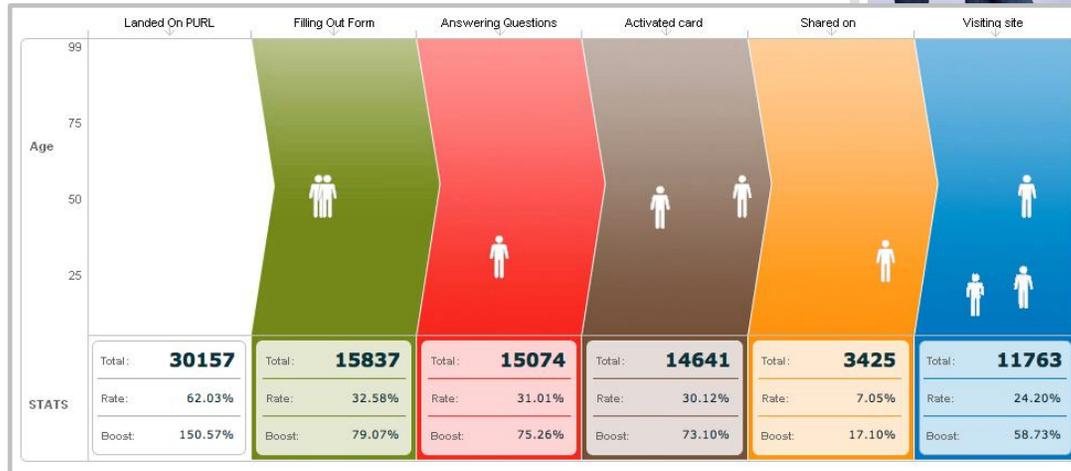
Continue »

CONFIRM YOUR INFORMATION NOW!

PLUS \$10 off \$25
Just for being our favorite customer!

Prizes awarded include one (1) \$1,000 gift card redeemable at participating Stein Mart Stores and ten (10) \$100 gift cards redeemable at any Stein Mart Store. To enter, please enter valid contact information, invalid information will disqualify your entry. No purchase necessary to enter or to win. Odds of winning are 1 in 100,000. Sweepstakes ends 6/1/2010. Prizes awarded to winners selected from participants that share using the sharing feature on this website. Notifications will be submitted on June 1, 2010.

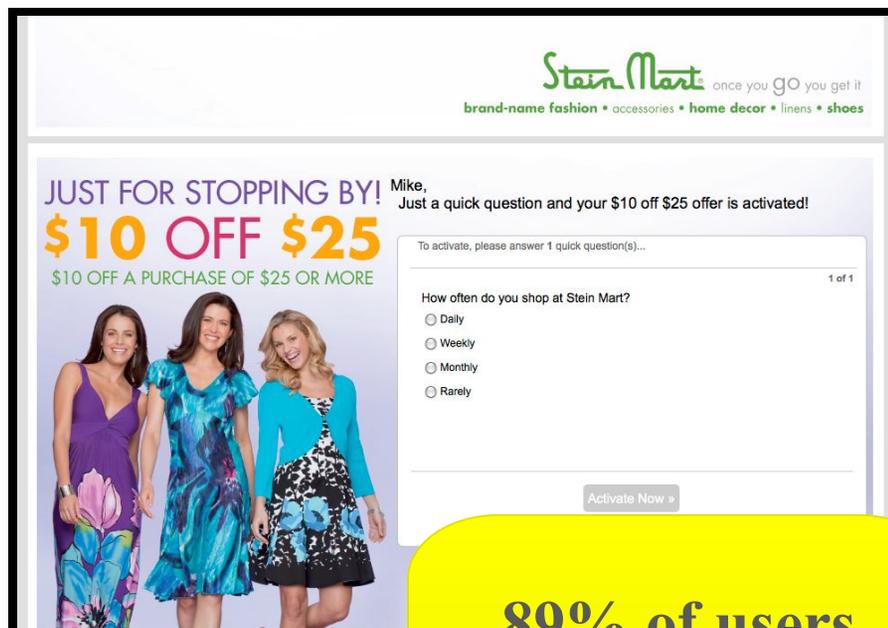
Client Experience



Custom Poll

Stein Mart used the custom poll platform to gauge how many users were frequent Stein Mart shoppers or new customers.

User Experience



Client Experience

Question 1: How often do you shop at Stein Mart?	
ANSWERS	VOTES
Daily	0.67%
Weekly	11.16%
Monthly	50.78%
Rarely	37.39%

89% of users reported that they shop at Stein Mart monthly or rarely.



Sharing Module

One-click sharing

User Experience

Stein Mart® once you go you get it
brand-name fashion • accessories • home decor • linens • shoes

Give your friends a great offer and a chance to win!

It's easy! Use the icons below to share with your friends and family! You will automatically be entered to win the \$1,000 shopping spree and 1 of 10 \$100 gift cards. Your friends will get \$10 off \$25 and a chance to win too!

Share this Promotion with your friends:

- Facebook
- Twitter
- Email
- Mobile

More Networks

Done sharing?
[Continue and Activate My Offer »](#)

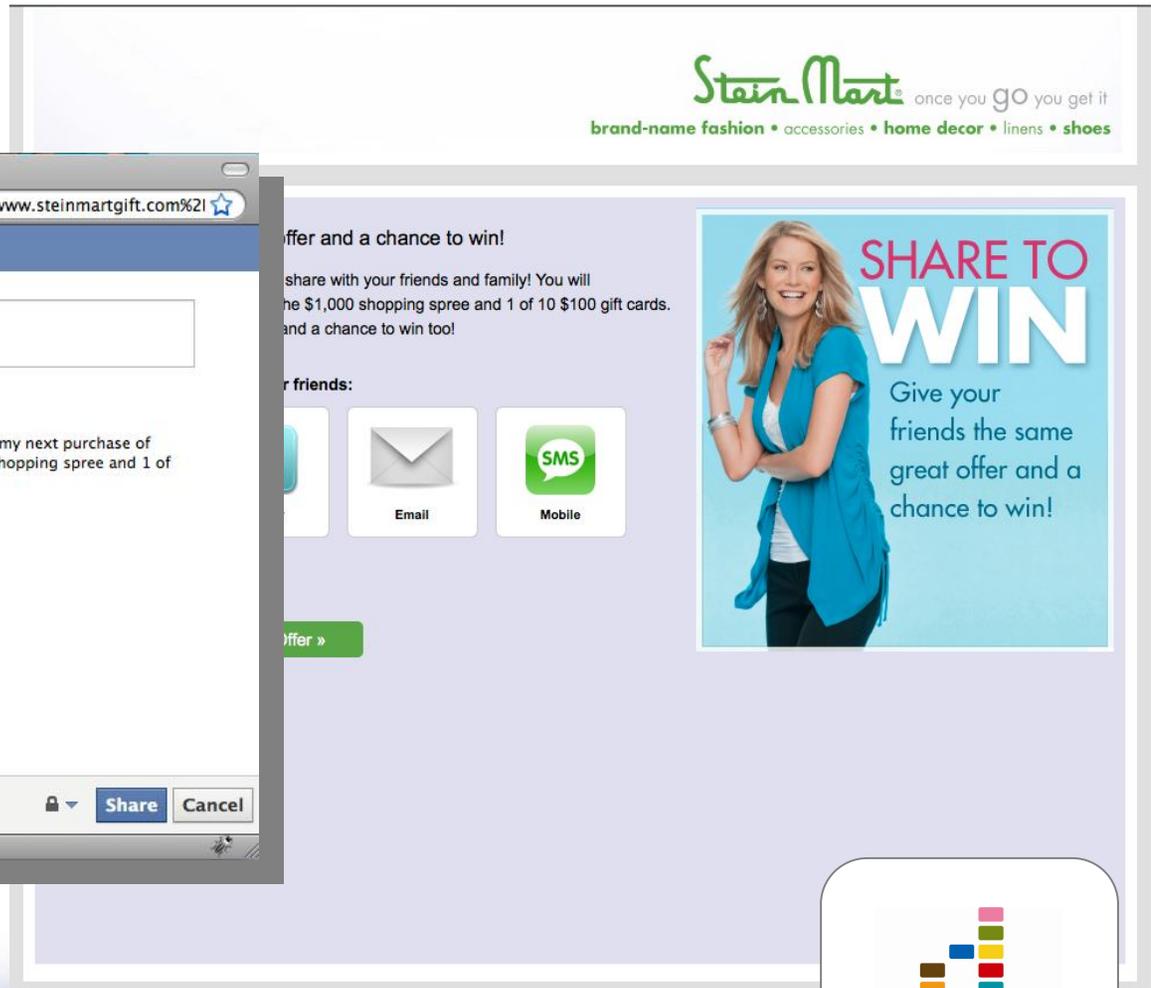
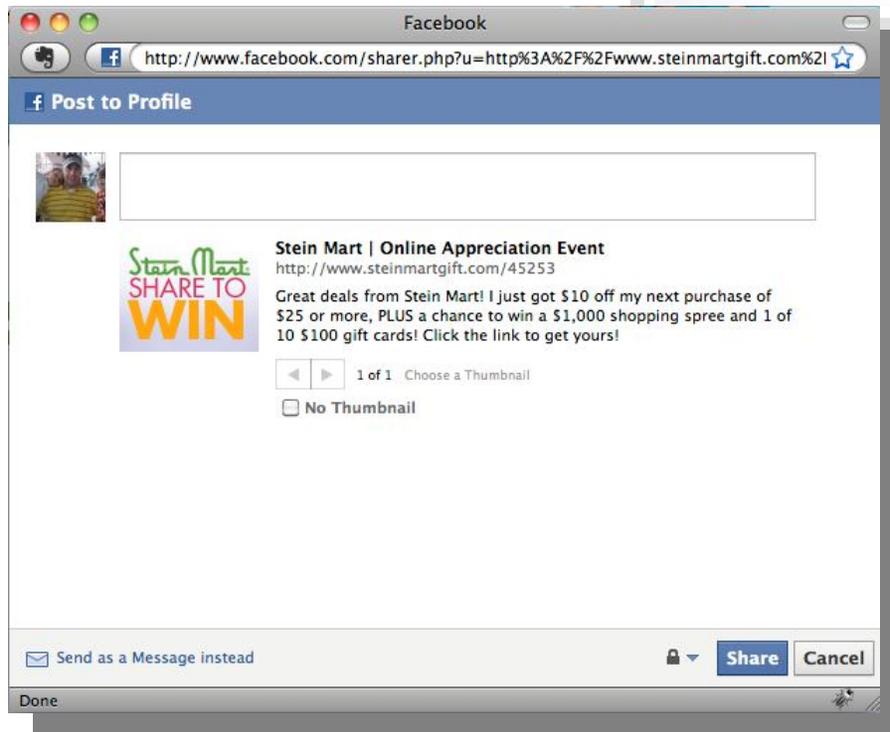
SHARE TO WIN
Give your friends the same great offer and a chance to win!



Sharing Module

One-click sharing

User Experience



Sharing Module

Post offer in real-time

User Experience

The screenshot shows a Facebook interface. On the left is the user profile for Melissa Maldonado. The main area is the News Feed, which includes a search bar, a text input field for posting, and a list of posts. The top post is from Mike Paine, sharing a link to www.steinmartgift.com for a Stein Mart appreciation event. The post text describes a promotion for \$10 off and a chance to win a \$1,000 shopping spree and 10 \$100 gift cards. The bottom post shows a user named Caroline Pays liking 'The Crumby Baker'.

facebook Search

Melissa Maldonado
Edit My Profile

News Feed Top News · Most Recent

What's on your mind?

Attach: [Icons] Share

Mike Paine www.steinmartgift.com

Stein Mart | Online Appreciation Event
www.steinmartgift.com

Great deals from Stein Mart! I just got \$10 off my next purchase of \$25 or more, PLUS a chance to win a \$1,000 shopping spree and 1 of 10 \$100 gift cards! Click the link to get yours!

2 seconds ago · Comment · Like · Share

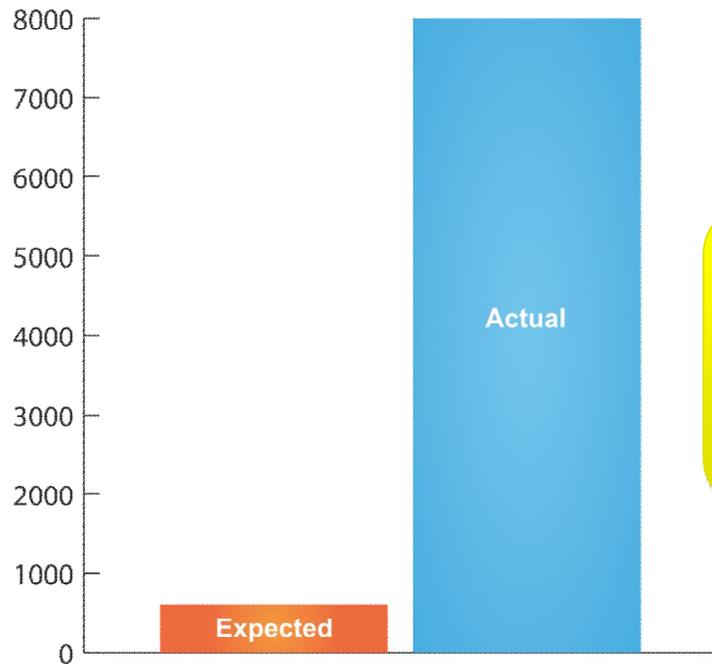
Caroline Pays likes The Crumby Baker.

23 minutes ago · Like



Redemption

Customers were able to print out the original \$10 off \$25 coupon to redeem nationwide at any Stein Mart location.

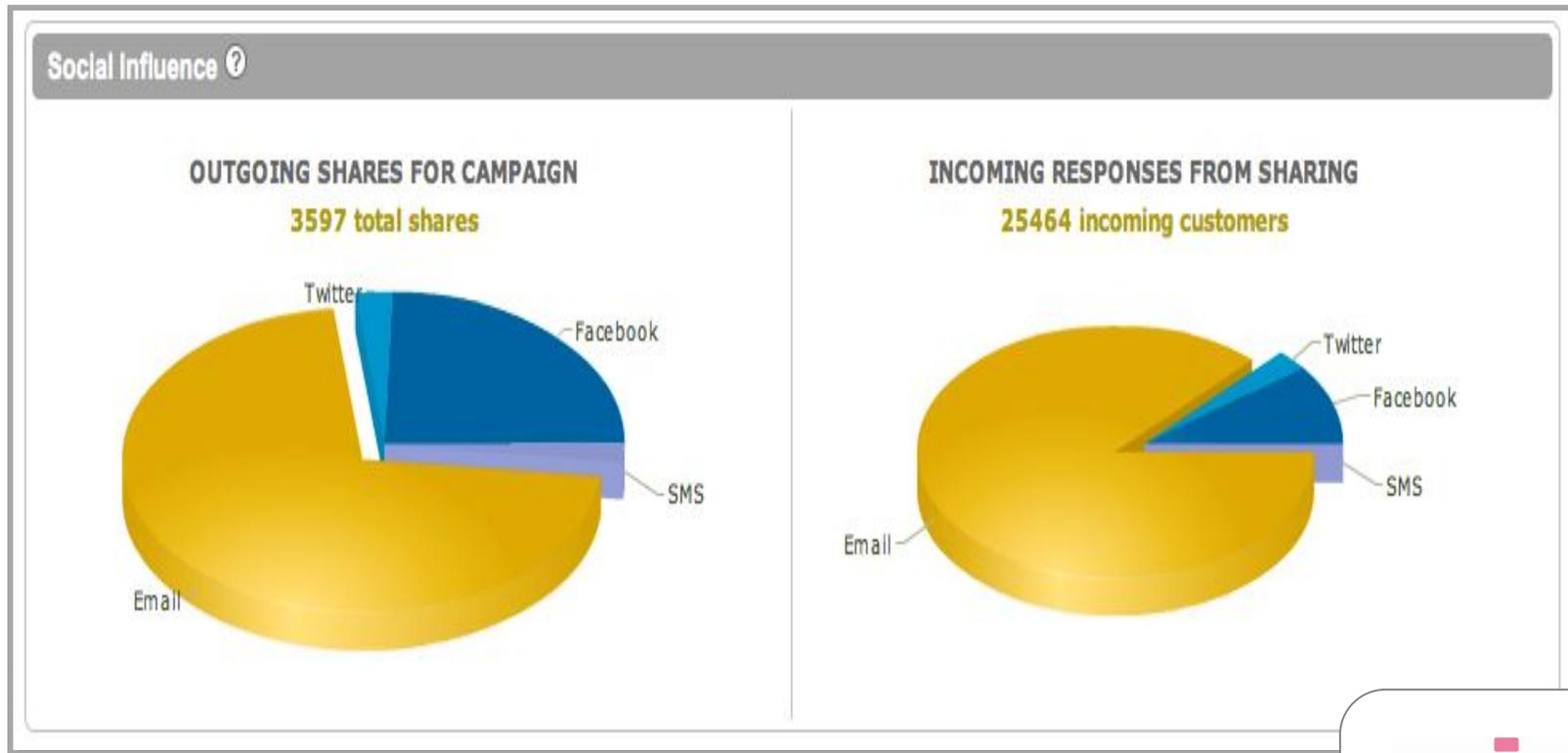


Expected:	600	3%
Actual:	8,000	40%



Social sharing breakdown

3,597 people shared the offer, bringing in 25,464 additional responses.



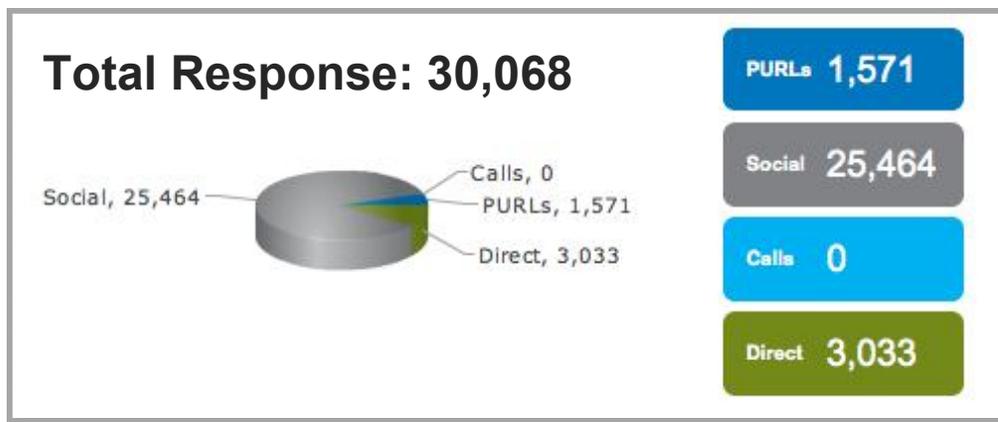
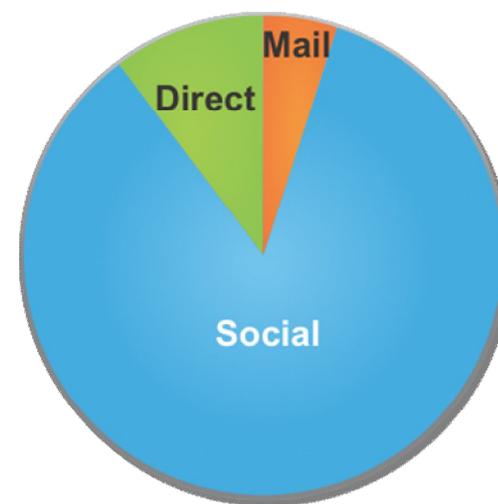
Overall campaign produced a 150% response

Total response: 150.30%

Mail response: 7.85%

Social response: 127.30%

Direct response: 15.15%



The Ducky platform increased response by 85%



The future of marketing lies in Peer to Peer recommendations. Research, logic and proven studies are all pointing towards this type of platform to do so.

“Dukky is merging the junk in the mail with social marketing and web technology--and creating a staggeringly effective marketing machine.”

Featured in...



Ducky is featured in the July 2010 issue of Entrepreneur Magazine.



DUKKY



SteinMart is just one story of many...

Chick-fil-A franchises **established a full customer database** within one campaign.

Women's apparel store used **customer insight** for future store development and product lines.

Restaurant turned a third party list into a customer database.

Automotive campaign sold more cars in 3 days than in the entire previous month.

....Yours could be next.



What's New from the USPS?



New Ways to Make Mail More Effective

Technology Explosion Changes the Marketing Toolbox

1. Personalization

2. Variable Data Printing



3. Unique Codes

- PURLs (Personal URLs)
- QR Codes/Tags



www.usps.com/lynnnoble

4. Augmented Reality

- an **interactive experience** where virtual components are dynamically merged into a live video stream in real time.
- allows computer-generated content to be superimposed over a live camera view of the real world

5. Mobile Marketing

6. Intelligent Mail Barcodes

7. Localized Marketing – Mass Targeting - EDDM

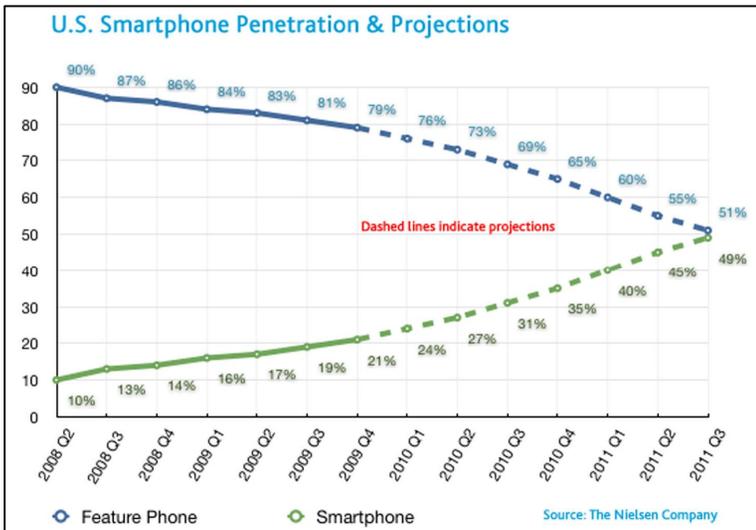
Mobile Technology Today

- Mobile marketing spending in the U.S. increased at a CAGR of >25% in 2011
- QR codes, barcodes, and tags are the future of mobile marketing
- **\$119B** projected mobile commerce spending by 2015
- The year of mobile marketing has arrived!

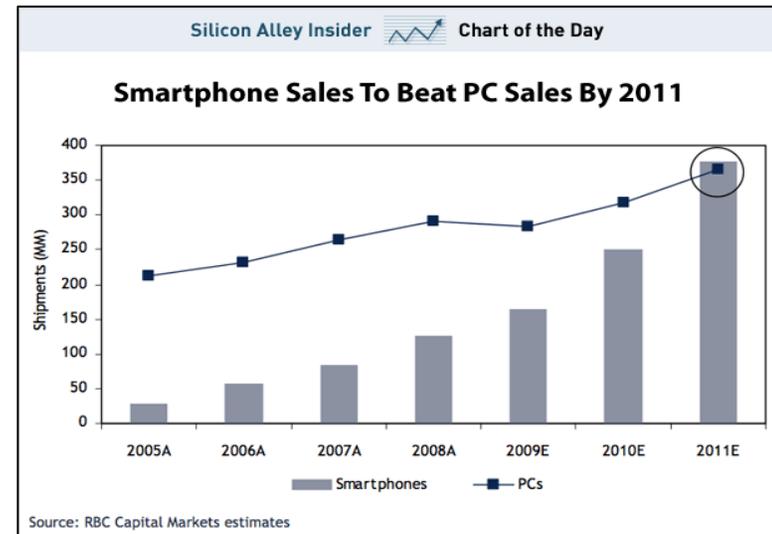


Rapid Smart Phone Penetration Growth

Smartphones VS Feature Phones



Smartphones VS PCs



2012 Mobile Commerce & Personalization Promotion

- Objective

- To encourage effective use of direct mail using best practices with mobile technology to drive long-term value

- How

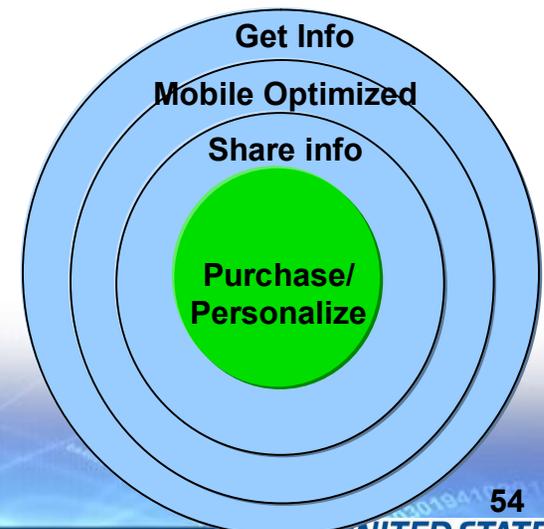
- Upfront 2% discount on First-Class and Standard Mail containing a mobile barcode that:

- 1) Facilitates or “triggers” a mobile purchase

- Encourage mail use in mCommerce - simplify buying process via mail, or

- 2) Is personalized to recipient

- Demonstrate increased ROI when mail is personalized and relevant



Mobile Commerce & Personalization Promotion

- Mobile Commerce

- Encourage and promote engagement with mail that facilitates mobile commerce
- Scanned barcode takes customer to mobile optimized site to purchase a product or service (i.e. has mobile “checkout” capabilities)*



Considerations

- Highlights marketplace trends – encourages mailers to accelerate movement
- Targeting retailers and catalogers
- Not as relevant to service-industry mailers

*Websites used for e-bill payment of regularly, scheduled (weekly, Monthly, bi-monthly, quarterly, etc) services are not eligible.

Mobile Commerce & Personalization Promotion

▪ Mobile Personalization

- Facilitate the integration of Personalization (which has proven value with direct mail) and mobile to achieve greater success.
- Barcode when scanned links to a unique, personalized web page

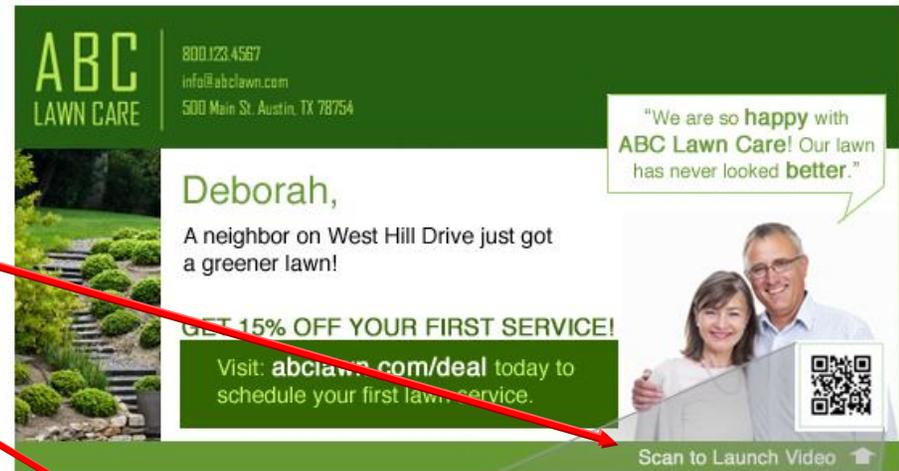


Considerations

- Brings together the power of personalization with the flexibility and growing use of mobile marketing
- Parameters/rules easier to define and communicate.
- Many service providers offer this platform, however
- Might be difficult for some to execute if they are not already in the space (optimization, value-added content, etc.)

Promotion Requirements

- **Mobile barcode best practices must be used**
 - **Directional copy required**
 - **Must link to mobile optimized site**
 - **Must link to site relevant to content of mailpiece**
 - **Recommend use of software platform to track responses**



Scan to Connect



◆ Launch Web



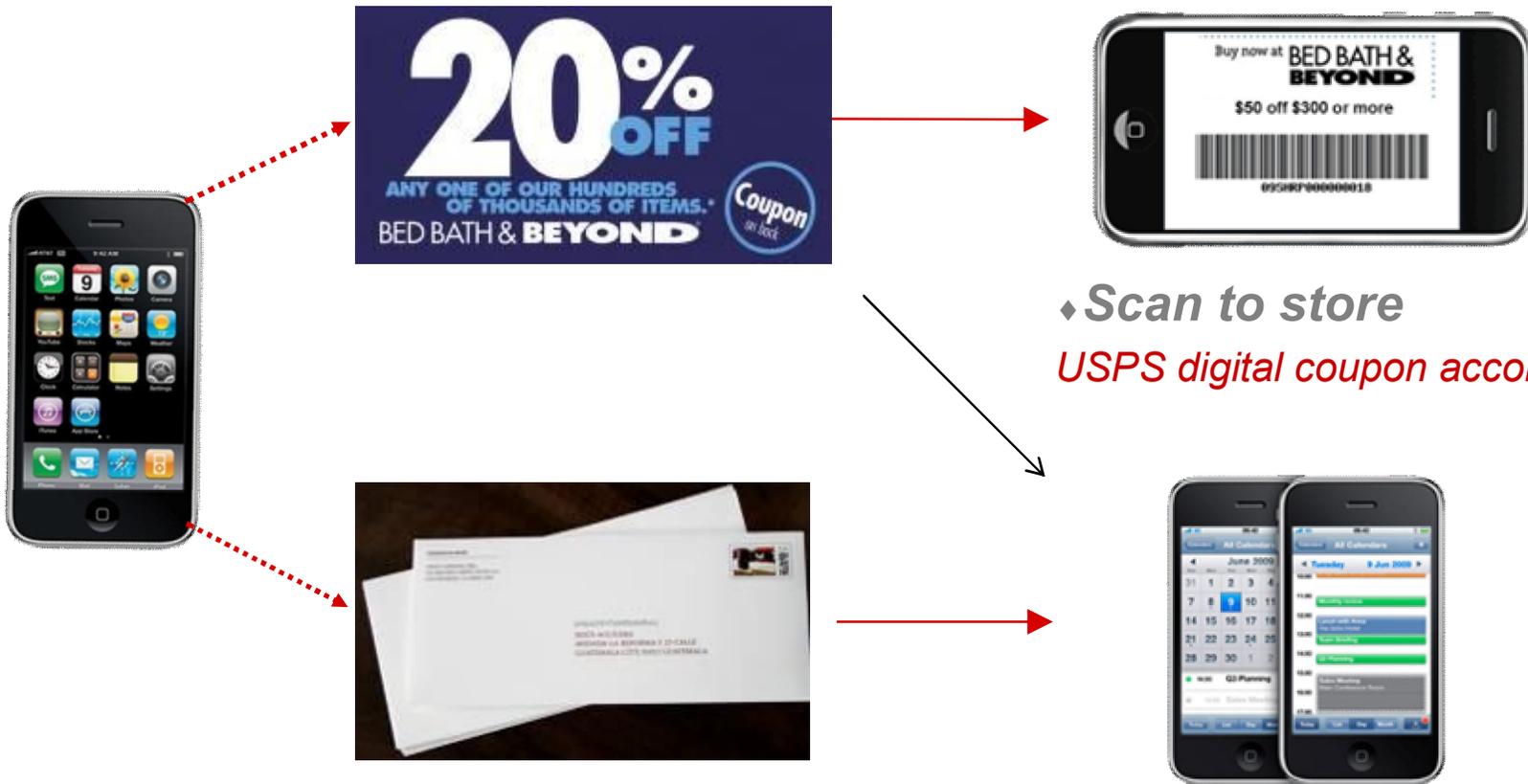
◆ Launch Email



◆ Launch Call



Scan to Store



◆ *Scan to store*
USPS digital coupon accordion app

◆ *Scan to schedule*
e.g. Bill reminders

Scan to Multimedia



- ◆ Launch Video
- ◆ Launch Audio



Making Mail Interactive

Increasing Engagement (Augmented Reality)

From the printer's perspective, Augmented Reality is great

- The target is easy to print because it's iconic
- The enhanced image includes the print image
- The user is hands-on with the printed piece the entire time



<http://mini-origin.ar-live.de/video.html>

Making Print and Mail Innovative

Augmented Reality Examples



imagination at work



www.tinyurl.com/ykzle4e

TOPPS



Topps, a leading creator and marketer of sports and related cards, partnered with Total Immersion, an AR company, to produce a line of 3-D baseball cards.

Hallmark



TRY IT!

Hold this in front of your webcam for an online surprise.

Instructions on back.

The Postal Service has one of the most practical applications



<https://www.prioritymail.com/simulator.asp>



http://www.hallmark.com/webapp/wcs/stores/servlet/article%7c10001%7c10051%7c/HallmarkSite/Cards/AUGMENTED_REALITY?rSearchTerm=augmented%20reality

DMA:2010

Intelligent Mail[®] barcodes



JOHN SMITH
249 AMBERVIEW LN
MEMPHIS TN 38141-8346



An efficient and affordable service for businesses that want to target specific areas in their local market without requiring names and addresses on the mail pieces.

A NEW SERVICE TO HELP YOU PROMOTE YOUR BUSINESS





Marketing Strategy



- ▶ **A good marketing strategy is a targeted strategy**
- ▶ **Types of targeted marketing strategies:**
 - **Customer – identifying people most likely to buy product and target these groups.**
 - **Geographical/location based – serving needs in particular geographic area.**

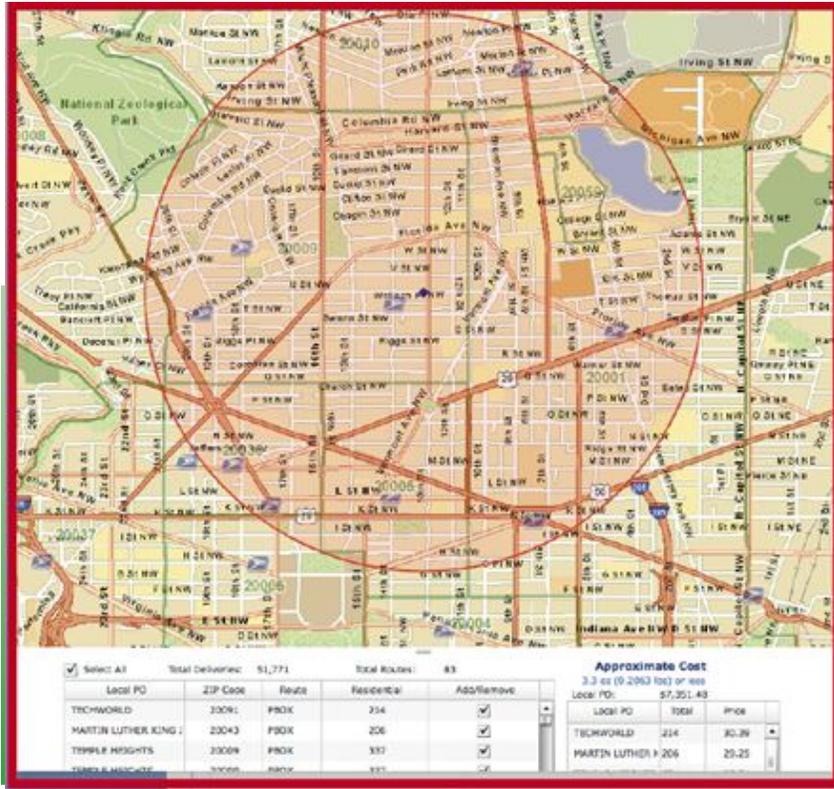
NOTE: over 40% of Google searches are for local products and services

The Choice – Localized Marketing

- Create a highly focused and personalized marketing message based on your geographical area
- Your message is delivered only to people most likely to be a customer
 - those within 10 miles **or** 10 minutes of your door
- More targeted than mass advertising



Do you know what your neighborhood looks like?



This is how we see it.

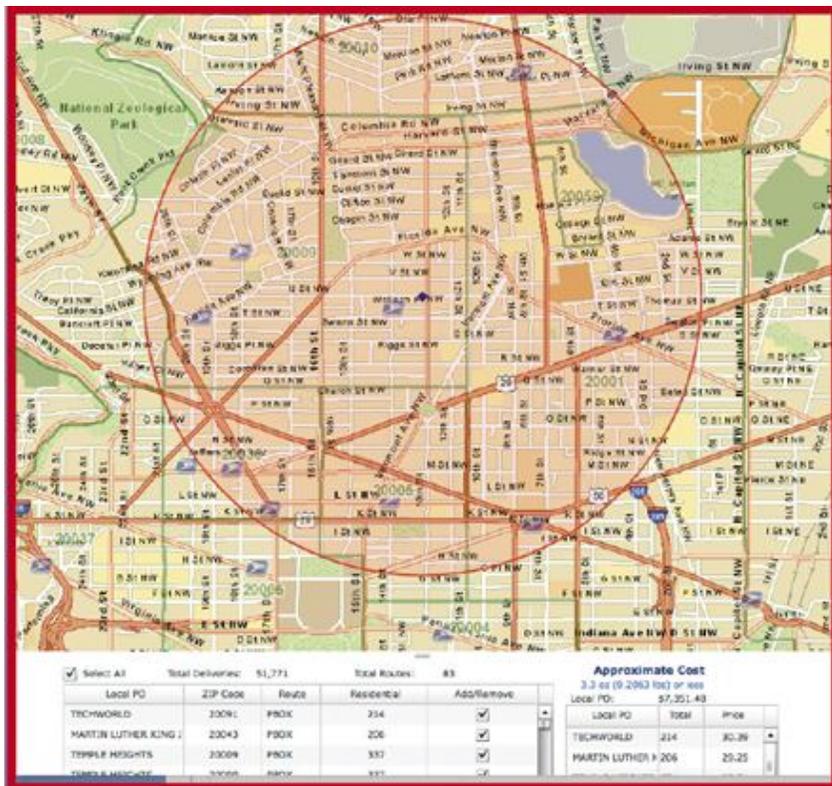
Who can benefit from this service?



- Retailers
- Auto dealerships and services
- Restaurants
- Dry cleaners
- Local health clinics
- Real estate agents
- Schools...and more

Searching for new customers?

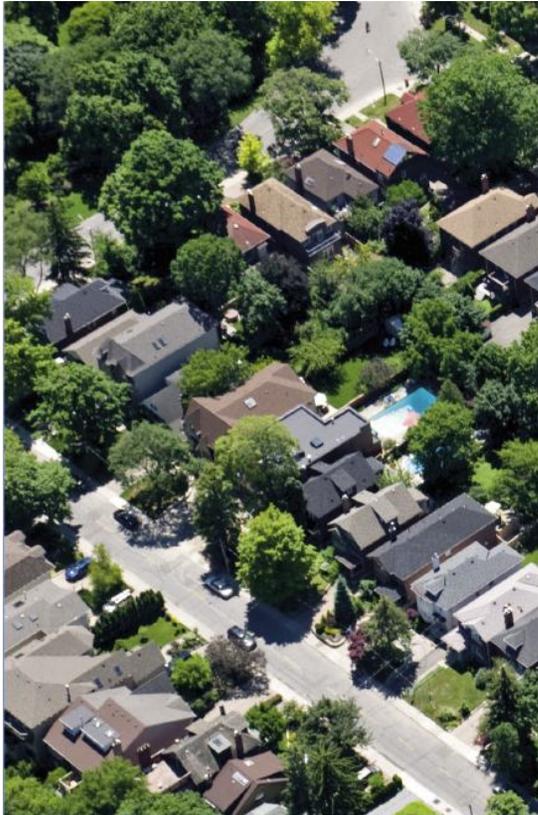
Every Door Direct Mail
just made them easier to find.



- Target customers near your place of business using our free mapping tool.
- No need for names or street addresses
- Rates as low as \$0.145

A NEW SERVICE TO HELP YOU PROMOTE YOUR BUSINESS.

Every Door Direct Mail™ online tool



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

ACCESS THE ONLINE TOOL AT eddm.usps.com

USPS Online Tool – WWW.EDDM.USPS.COM



Every Door Direct Mail
Simplified Mailing Process

- User Guide
- Retail
- BMEU
- Demo

Welcome to the Every Door Direct Mail® Online Mapping Tool.



With Every Door Direct Mail service from the U.S. Postal Service®, reaching the market that matters most to your business has never been easier. Our online mapping tool helps you target mailing routes by neighborhood, ZIP Code™ or city around your business. Identify the number of active households and businesses in your selected area and estimate postage all in one place. The tool even generates and prints the appropriate documentation to take with your mailing to the Post Office®.

To get started identifying the neighborhoods you want to target, chose one of the three options below. To access either the BMEU or Retail section of the mapping tool you must login or register via the [Business Customer Gateway](#)

Try a Demo >

- Test drive our online tool via the Demo:
- You do not need to register to enter the demo
 - Please note your information will not be saved in the demo
 - View target areas and estimated postage costs

Get Started With Retail >

- Mailings are taken to the local Post Office® retail unit for processing. Requirements:
- You must register or login via the [Business Customer Gateway](#) to access the online tool
 - Appropriate documentation will be provided to take with your mailing to the Post Office
 - Mail pieces limited to [Standard Mail® flats only](#)

[Continued >](#)

Get Started With BMEU >

- Mailings are prepared for processing at a Business Mail Entry Unit (BMEU). Requirements:
- You must have an active USPS Standard Mail® [permit number](#)
 - You must register or log in via the [Business Customer Gateway](#) to access the online tool
 - Appropriate documentation will be provided to take with your mailing to the Post Office®

[Continued >](#)

Questions about Every Door Direct Mail or Every Door Direct Mail - Retail™? Call 877-747-6249.

A NEW SERVICE TO HELP YOU PROMOTE YOUR BUSINESS.



Online Mapping Tool Demo Step 1



Every Door Direct Mail
Simplified Mailing Process

Demo

Geographic / Address **STEP 1**

By City **By County** **By ZIP Code** **By Location**

Enter a Street Address and City and State or Street Address and ZIP Code

Address: 475 LENFANT PLZ SW

City: WASHINGTON **State:** DISTRICT OF COL

ZIP Code: 20260-0004

Mile Radius: 0 1 2 3 4 5

Percent complete: 0%

Select route and delivery type options.

Route Types

City Rural/Highway Contract PO Boxes

Delivery Types

Business / Residential Residential

View Types

Table Map **Submit**

Selection Results **STEP 2** Select All

Total Routes: Total Deliveries:

Local PO	ZIP Code	Route	Residential	Business	Total	Add/Remove
Step 1: Enter in your target area. This example is "By Location"						

Approximate Cost
3.3 oz (0.2063 lbs) or less

Local PO:

Local PO	Total	Price

Quick Service Guides **Next**



Online Mapping Tool Demo Step 2

The screenshot shows a map of Washington, D.C. with a red circular target area centered around the Tidal Basin. The interface includes a search bar at the top with options like 'Clear Map', 'Show Address', and 'Route/Deliveries'. Below the map, there is a summary table for deliveries and a table for approximate costs.

Local PO	ZIP Code	Route	Residential	Business	Total	Add/Remove
WASHINGTON	20001	C033	962	59	1021	<input checked="" type="checkbox"/>

Approximate Cost
3.3 oz (0.2063 lbs) or less
Local PO: \$658.59

Step 2: Play around with the different routes to create your own unique target area. This example is "By Location"

Questions?



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