



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

- EDDM 2011 – 2015
- What We've Learned
- Online Tool Enhancements
- FY 2015 Activity
  - USPS.Com Redesign
  - Tablet Optimization
  - Mailpiece Options

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.

## **EDDM 2011 – 2015**

2011	Launch
2012	Major Redesign - Integration with USPS.Com - Online Payment
2013	Mapping Upgrade Demographic Filters New Customer Tools
2014	Coupon Incentive
2015	Tablet Optimization

First, let's 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.

## **5 Things We've Learned Since 2011**

- 1. EDDM Is Local – Most Small Business Verticals**
- 2. Customers Love Demographics**
- 3. EDDM Needs To Be**
  - Functional**
  - Familiar**
  - Easy-To-Use**
- 4. Permit Mailers Use EDDM Retail Too**
- 5. EDDM Succeeds Because It Works**

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



**81%** of households say they read or scan their mail daily.

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

**75%** of 25- to 34-year-olds have made a purchase as a result of Direct Mail.

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

## **Mail Delivers a Higher ROI**

**Based on the *Lifetime Value of a Customer*,  
every dollar spent on Direct Mail  
returns \$12.57 in sales.**

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

## **What is Every Door Direct Mail?**

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

**Low Tech Mail Process**  
+  
**Easy-to-Use High Tech Solution**

What is EDDM? [Read definition on screen]

## Two EDDM Options



- ▶ **Every Door Direct Mail – mail is entered at a Business Mail Entry Unit (BMEU) where the mailing permit is held.**



- ▶ **Every Door Direct Mail RETAIL - mail is entered at the local Post Office that serves the surrounding neighborhoods.**

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.

# 1

## **EDDM is Local**

**Customers Include Almost All Small Businesses  
(and many large businesses)**

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

## Where is EDDM a good fit?

- **Businesses interested in targeting geographically**
  - ▶ Retailers
  - ▶ Auto dealerships and services
  - ▶ Restaurants
  - ▶ Dry cleaners
  - ▶ Local health clinics
  - ▶ Real estate agents
  - ▶ Schools
  - ▶ Franchises
- **Good for acquisition programs, branding, information sharing**



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.

## Where is EDDM not a good fit?

- **Businesses Using a Mailing List Where:**
  - ▶ Proximity to business is irrelevant
  - ▶ Product/Service is highly specialized
  - ▶ Personalization is necessary
  - ▶ Customers have specific demographics and/or psychographics
  - ▶ Communications used for loyalty programs



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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.

## Every Door Direct Mail - Specifications

	<b>EDDM</b>	<b>EDDM Retail</b>
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.

## Every Door Direct Mail - Pricing

Effective January 26, 2014

Entry	EDDM - BMEU	EDDM-Retail
DDU	<b>\$.161</b>	<b>\$.183</b>
DSCF	<b>\$.170</b>	N/A
DNDC	<b>\$.180</b>	N/A
None	<b>\$.215</b>	N/A

DDU= Delivery Destination Unit

DSCF= Destination Sectional Facility

DNDC= Destination National Distribution Center

None

## Payment Types

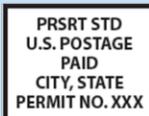
### EDDM® Retail

- ▶ Mailpieces include the EDDM® Indicia
- ▶ Payment Online – **Credit Card Only**
- ▶ Payment at Post Office at time of mailing
  - **Cash, Check or PIN Debit Card**
  - **Metered Postage Credit Card**
- ▶ Payment methods NOT accepted for EDDM Retail
  - Trust fund / permit imprint account payments



### BMEU

- ▶ Payment methods accepted at BMEU
  - **Trust fund / permit imprint account payments**



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.

## Standard Mail Flat Dimensions

- EDDM Retail® **must** be Standard Mail flats
  - ▶ Must be at least .007" thick
  - ▶ Approx. equal to 3 pieces of standard copy paper
- EDDM® BMEU - Multiple Flat Options
  - ▶ Dimension greater than or **ONE** of the following:
    - ▶ 10 1/2 inches long OR
    - ▶ 6 1/8 inches high OR
    - ▶ ¼ inch thick
    - ▶ No greater than 12" high, 15" long, ¼" thick
- Length is always the longest dimension
- Address

\*\*\*\*\*ECRWSS\*\*\*\*  
Local  
Postal Customer



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.

## **Printers and Marketing Services Providers**

### **Experts at:**

- **Mailpiece design**
- **Printing the mailpieces**
- **Bundling and Mail Preparation**
- **Delivering mailing to the BMEU or Post Office**

**Find a Mail Services Provider in your area who can help. VISIT The National Postal Forum Site at:**

<http://mailingindustryproductguide.com/>

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](http://MailingIndustryProudctGuide.com).

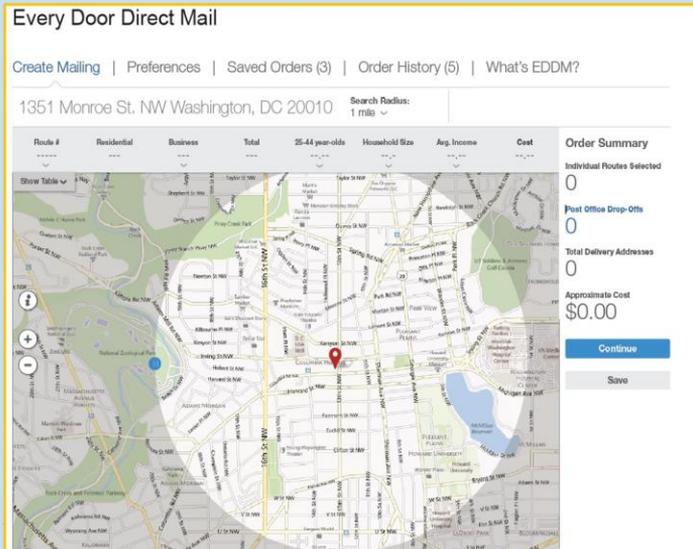
# 2

## **EDDM Online Needs To Be Familiar and Easy to Use**

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 for iPad, Android and Kindle Tablets

**First USPS.Com  
product to be  
optimized for  
tablet platform**



Every Door Direct Mail

Create Mailing | Preferences | Saved Orders (3) | Order History (5) | What's EDDM?

1351 Monroe St. NW Washington, DC 20010 Search Radius: 1 mile

Route #	Residential	Business	Total	25-44 year-olds	Household Size	Avg. Income	Cost
[Map showing residential area with a red pin at 1351 Monroe St. NW]							

Order Summary

- Individual Routes Selected: 0
- Post Office Drop-Offs: 0
- Total Delivery Addresses: 0
- Approximate Cost: \$0.00

[Continue](#) [Save](#)

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

**EDDM Optimized for Tablets, Laptops and Desktops**

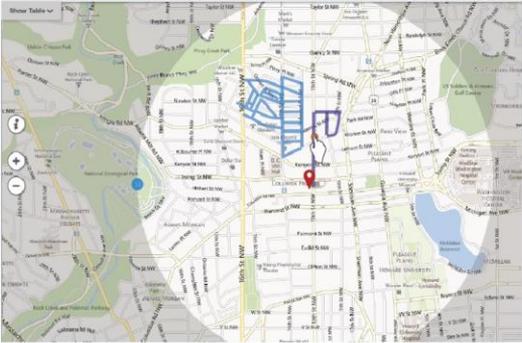
**New Look and Feel on all Platforms**

Every Door Direct Mail

Create Mailing | Preferences | Saved Orders (3) | Order History (5) | What's EDDM?

1351 Monroe St. NW Washington, DC 20010 Search Radius: 1 mile

Route #	Residential	Business	Total	25-44 year-olds	Household Size	Avg. Income	Cost
20010-C013	729	34	763	34.68%	2.3 ppl	\$128,34K	\$133.53



**Order Summary**

- Individual Routes Selected: 3
- Post Office Drop-Offs: 2
- Total Delivery Addresses: 2,289
- Approximate Cost: \$400.59

[Continue](#)

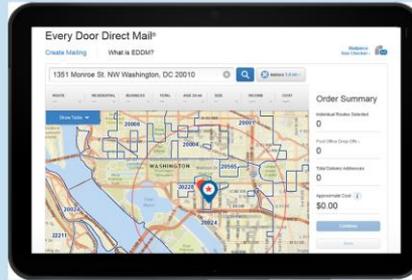
[Save](#)

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

## 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://edm.usps.com>

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

UNITED STATES POSTAL SERVICE®

EVERY DOOR DIRECT MAIL®

## Login

English | USPS Locations | Sign In / Register

USPS.COM

Quick Tools | Mail & Ship | Track & Manage

Log in before or after you begin your search criteria.

If not logged in, pop up prompts you to log in prior to completing order.

Already have an account?

Enter Your Username and Password.

\*Indicates a required field

\*Username / Email Address

\*Password

Forgot your password?

Sign In

New to USPS.com?

Create a USPS.com account to...

- print shipping labels
- request a Package Pickup
- Buy stamps and shop
- Manage PO Boxes™
- Print customs forms online
- File domestic insurance claims
- Set a preferred language

Sign Up Now

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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 Your Location



Every Door Direct Mail®

Create Mailing | What is EDDM? | Mailpiece Size Checker

Search for full address, city/state, or ZIP Code™

Enter or modify search criteria here.

Search by:  
City/state combination  
ZIP Code  
Combination of street, city, state, and ZIP Code

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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.

## Mailing Options

5002 E Bleckley Ct, Wichita, Kansas, 67218

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
---	---	---	---	--	--	--	--

Expand the Search Radius on Full Address Searches

Enter or modify search criteria here.  
Three Route types: **City, Rural/Highway, and PO Boxes**

Delivery Type  
**Business & Residential and Residential Only.**

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

**Search and  
Query**

Every Door Direct Mail®

Create Mailing

Saved Orders (12)

Order History (349)

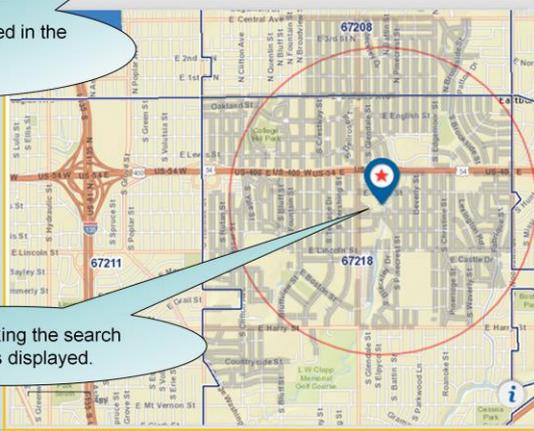
What is EDDM?

Mailpiece  
Size Checker 

5002 E Bleckley Ct Wichita, Kansas, 67218



RADIUS 1.0 mi

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
							

**Order Summary**

Individual Routes Selected

0

Post Office Drop-Offs

0

Total Delivery Addresses

0

Approximate Cost

\$0.00

[Continue](#)

[Save](#)

Address is pre-populated in the Starting Location field.

An icon marking the search location is displayed.

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

### Search and Query

Create Mailing | Saved Orders (12) | Order History (349) | What is EDDM? | Mailpiece Size Checker

5002 E Bleckley Ct, Wichita, Kansas, 67218

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
67218-0001	392	0	392	28%	2.20 PPL	\$74.28K	\$68.60

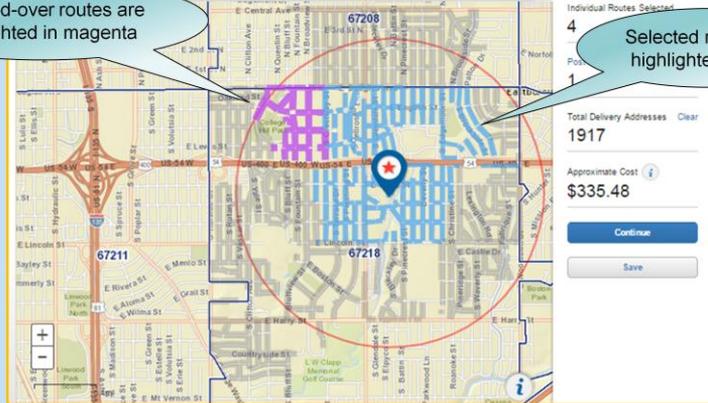
Order Summary

Individual Routes Selected: 4  
Postage: 1

Total Delivery Addresses: Clear  
1917

Approximate Cost: \$335.48

[Continue](#) [Save](#)



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

# 3

## **Customers Love Demographics**

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

### Search and Query – Map View

Toggle to Route Table

Order Information

5002 E Bleckley Ct, Wichita, Kansas, 67218

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	POST
67218-C002	352	0	352	26%	2.20 PPL	\$74.28K	\$3.60

Show Table

Demographics

Order Summary

Individual Routes Selected  
4

Post Office Drop-Offs  
1

Total Delivery Addresses Clear  
1917

Approximate Cost  
\$335.48

Continue

Save

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

**Search and Query – Table View**

Every Door Direct Mail®

Orders (12) | Order History (349) | What is EDDM? | Mailpiece Size Checker

5002 E Bleckley Dr, Kansas, 67218

**Demographics**

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
Select All (16 routes)							
87208-C003	330	30	360	24%	2.40 ppl.	\$101.75k	\$65.00
87208-C004	369	19	388	30%	2.10 ppl.	\$55.51k	\$57.00
87208-C005	443	40	483	27%	2.20 ppl.	\$51.85k	\$84.52
87218-C001	438	23	461	32%	2.00 ppl.	\$49.05k	\$80.07
87218-C002	392	0	392	28%	2.20 ppl.	\$74.28k	\$58.00
87218-C003	398	29	427	20%	2.30 ppl.	\$92.71k	\$74.72
87218-C004	295	25	320	28%	2.10 ppl.	\$59.64k	\$56.00
87218-C006	434	13	447	25%	2.30 ppl.	\$49.52k	\$78.22
87218-C007	454	1	455	20%	2.30 ppl.	\$47.63k	\$81.38
87218-C008	651	18	669	28%	2.50 ppl.	\$40.45k	\$122.32
87218-C009	592	8	600	32%	2.40 ppl.	\$25.35k	\$105.00
87218-C010	530	40	570	30%	2.40 ppl.	\$30.09k	\$96.75
87218-C012	555	11	577	23%	2.00 ppl.	\$35.35k	\$100.97

**Order Information**

**Order Summary**

Individual Routes Selected: **4**

Post Office Drop-Offs: **1**

Total Delivery Addresses: **1917**

Approximate Cost: **\$335.48**

Buttons: Continue, Save

**Toggle to Map**

Hide Table

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

### Demographics

5002 E Bleckley Ct, Wichita, Kansas, 67218

ROUTE 67218-C002	RESIDENTIAL 392	BUSINESS 0	TOTAL 392	AGE 25-44 28%	SIZE 2.20 PPL	INCOME \$74.28K	COST \$68.60
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Age

Household Size

Income

Demographics from US Census Bureau

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

**Demographics**

The screenshot shows a table with 10 columns: ROUTE, RESIDENTIAL, BUSINESS, TOTAL, AGE 25-44, SIZE, INCOME, and COST. The table lists 13 routes. Callouts highlight the 'AGE 25-44' column (labeled 'Age'), the 'INCOME' column (labeled 'Income'), and the 'SIZE' column (labeled 'Household Size'). A dropdown menu above the table indicates 'Select All (18 routes)'.

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
67208-C003	330	30	360	24%	2.40 ppl	\$101.75k	\$63.00
67208-C004	366	19	385	30%	2.10 ppl	\$56.51k	\$67.00
67208-C005	443	40	483	27%	2.20 ppl	\$55.85k	\$84.50
67218-C001	438	23	461	32%	2.00 ppl	\$55.85k	\$80.67
67218-C002	392	0	392	28%	2.20 ppl	\$77.00k	\$68.60
67218-C003	398	29	427	29%	2.30 ppl	\$82.75k	\$74.72
67218-C004	295	25	320	29%	2.10 ppl	\$59.04k	\$70.00
67218-C006	434	13	447	29%	2.30 ppl	\$47.63k	\$61.38
67218-C007	464	1	465	29%	2.30 ppl	\$47.63k	\$61.38
67218-C008	661	18	699	28%	2.50 ppl	\$40.45k	\$122.32
67218-C009	592	8	600	32%	2.40 ppl	\$25.33k	\$105.00
67218-C010	530	40	570	30%	2.40 ppl	\$30.09k	\$90.75
67218-C012	566	11	577	29%	2.60 ppl	\$35.30k	\$100.97

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This screen displays demographic search results.

### Demographics

Create Mailing | Saved Orders (12) | Order History (349) | What is EDDM? | Mailpiece Size Checker

5002 E Bleckley Ct, Wichita, Kansas, 67218

ROUTE RESIDENTIAL BUSINESS TOTAL AGE 25-44 SIZE INCOME COST

Order Summary

The percentage of 25-44 year olds on each route.

19 25 35 45 55 65 75 85

Hide Show

Total Delivery Addresses Clear  
1917

Approximate Cost  
\$335.48

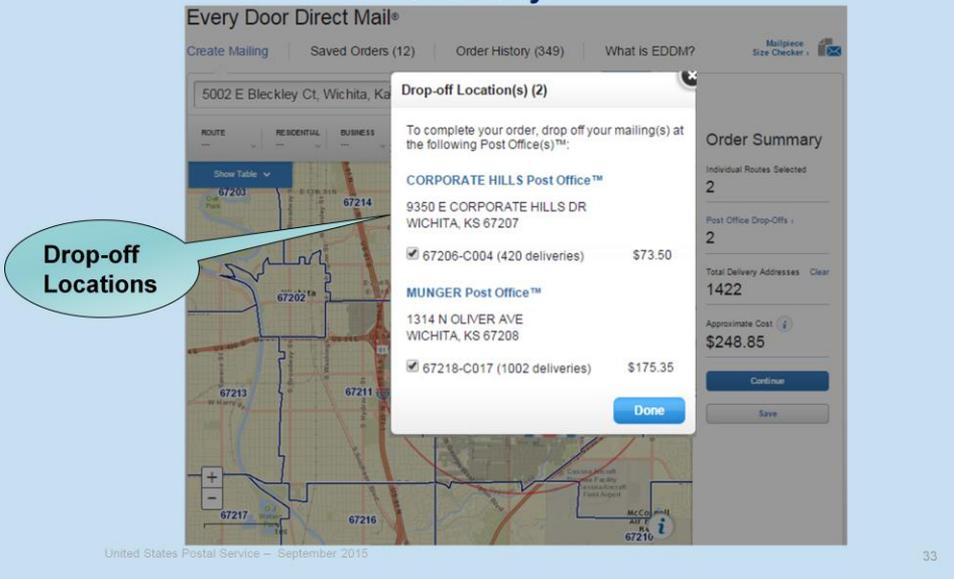
Continue Save

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Edit Age by moving the markers along the ruler.

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

### Mail Entry



The screenshot displays the USPS Mail Entry interface. At the top, it shows the address "5002 E Bleckley Ct, Wichita, Ka". Below this is a map with a "Drop-off Location(s) (2)" dialog box overlaid. The dialog box lists two post offices: "CORPORATE HILLS Post Office™" at 9350 E CORPORATE HILLS DR, WICHITA, KS 67207, and "MUNGER Post Office™" at 1314 N OLIVER AVE, WICHITA, KS 67208. Each location has a checked checkbox and a cost: \$73.50 for Corporate Hills and \$175.35 for Munger. A "Done" button is at the bottom of the dialog. To the right of the map is an "Order Summary" section showing "Individual Routes Selected: 2", "Post Office Drop-Offs: 2", "Total Delivery Addresses: 1422", and "Approximate Cost: \$248.85". A "Continue" button is visible below the summary. A callout bubble with the text "Drop-off Locations" points to the dialog box. The footer of the screenshot reads "United States Postal Service - September 2015" and "33".

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

### Mailpiece Quick Check Tool

5002 E Bleckley Ct, Wichita, Kansas, 67218

ROUTE RESIDENTIAL BUSINESS

Show Table

67203 67214 67202 67213 67211 67218

Order Summary

Individual Routes Selected

Approximate Cost \$248.85

Continue Save

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**Retail Mailpiece Size Requirements**

Enter the length and height of your mailpiece to the nearest eighth of an inch (.125").

Length: 12" Height: 10"

Enter the thickness of your mailpiece to the nearest thousandth of an inch (.001").

Thickness: 5"

The weight per mailpiece is less than or equal to 3.3 oz.

Yes  No

RUN CHECK

Your mailpiece meets Postal size requirements!

Close

Enter Mailpiece Dimensions, Thickness and Weight

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.

# 4

## **Permit Mailers Like EDDM Retail**

You can use a permit to send EDDM Retail mailpieces.

### BMEU as Retail

**Alternate Payment Options**

Since you have less than 5,000 mailpieces in this order and selected Local Post Office™ (DDU), you can choose BMEU Entry or Retail Entry.

- If you choose BMEU Entry, you must:**
  - Use your BMEU permit to pay
  - Enter at a BMEU
  - Use Permit Indicia on each mailpiece
- If you choose Retail Entry, you must:**
  - Pay online with a credit card OR pay at a Post Office™ with cash, check, credit/debit card, money order, or meter strip
  - Use approved Retail Indicia on each mailpiece

**BMEU Entry**

Daily Delivery Limit: None

Entry Type: Local Post Office (DDU)

Price: \$105.05

**Retail Entry**

Daily Delivery Limit: 5,000 mailpieces (per day, per ZIP Code)

Post Office™ Drop-offs: 1

**WASHINGTON Post Office™**  
900 BRENTWOOD RD NE  
WASHINGTON, DC 20018

<input checked="" type="checkbox"/> 20001-C003 (280 deliveries)	\$44.80
<input checked="" type="checkbox"/> 20001-C027 (425 deliveries)	\$68.00

Price: \$112.80

Retail Entry  
Option for  
Permit Mailers

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

### Calendar and Submitting Order

The screenshot shows the 'Calendar and Submitting Order' page. On the left, an 'Order Summary' sidebar displays: Individual Routes Selected: 2, Post Office Drop-Offs: 2, and Total Delivery Addresses: 1422. A 'Back to Map' button is located below. The main area is titled 'Select Drop-Off Date & Payment Options'. It features a calendar for January 2015 with the date '22' highlighted. To the right of the calendar, there are sections for 'Choose Company', 'Check mailpiece size requirements' (with a checkbox and 'Terms & Conditions' link), and 'Take order to Post Office' (with a '--/--' value). Below these is a 'Total Cost' section showing '\$--.--' and two buttons: 'Pay at Post Office' and 'Pay Online'. A 'Save' button is at the bottom. A 'Need assistance?' link is also present. Two callout boxes are overlaid: one pointing to the calendar with the text 'Select a day to bring mailing to Post Office', and another pointing to the payment options with the text 'Select a payment method (Pay at the Post Office or Pay Online now)'. Navigation links at the top include 'Saved Orders (12)', 'Order History (349)', and 'What is EDDM?'. A 'Mailpiece Size Checker' icon is in the top right.

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.

## BMEU Containers

**BMEU Mailing Container Information**

Before selecting Continue, enter the container types and weight of a single mailpiece in your order.

Selecting the Continue button will complete your order and create a Postage Statement in PostalOne!®

**\*Container Type(s)**

1' MM Trays	<input type="checkbox"/>	2' MM Trays	<input type="checkbox"/>
2' EMM Trays	<input type="checkbox"/>	Flat Trays	<input type="checkbox"/>
Sacks	<input type="checkbox"/>	Pallets	<input type="checkbox"/>
Other	<input type="checkbox"/>		

**\*Single Mailpiece Weight**  oz

Note: Mailpieces over 3.3 oz. are subject to different pricing rules.

BMEU Entry Container Information

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

## Order Confirmation

Thank You for Your Order

Lorenzo Long  
Account # - 3421334  
CRID # - 54349532

Your Order Number: **105747**

Post Office Drop-offs Required: 1  
Individual Routes Selected: 1  
Delivery Addresses: 310  
Cost of Order: \$54.25  
Payment Method: Pay at Post Office  
Drop Off Order On: Thursday October 23, 2014  
Check your email for an order confirmation.

Other Actions  
[Create a New EDDM Order >](#)  
[View Order History >](#)  
[View Saved Orders >](#)  
[Add Order as a Favorite >](#)  
[Cancel Your Order >](#)

What do I do next?

- Double-check your mailpieces.  
We have certain restrictions on the size of mailpieces sent through Every Door Direct Mail® and how they should be labeled for mailing. You can use our [Mailing Size Requirements tool](#) or read our [Quick Reference Guide](#) to make sure your mailpieces will be accepted.
- Prepare your mail bundles.  
We recommend that you organize your routes in bundles of 50-100 pieces.
- Print out your forms.  
You will need to have 1 separate Facing Slip for each bundle you create.  
For example:  
Bundles of 50 would require 7 Facing Slips.  
Bundles of 100 would require 4 Facing Slips.

WARNING: ONLY POST OFFICE (1 route, 310 delivery addresses, 20007-0270, 310 delivery addresses)

[Download Mailing Statement \(2 pages\) \(USPS Form PS3587\) >](#)  
[Download Facing Slips \(1 page/route\) >](#)  
to print all pages at once.

Customer also receives email confirmation

Forms to bring to the Post Office

### 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.

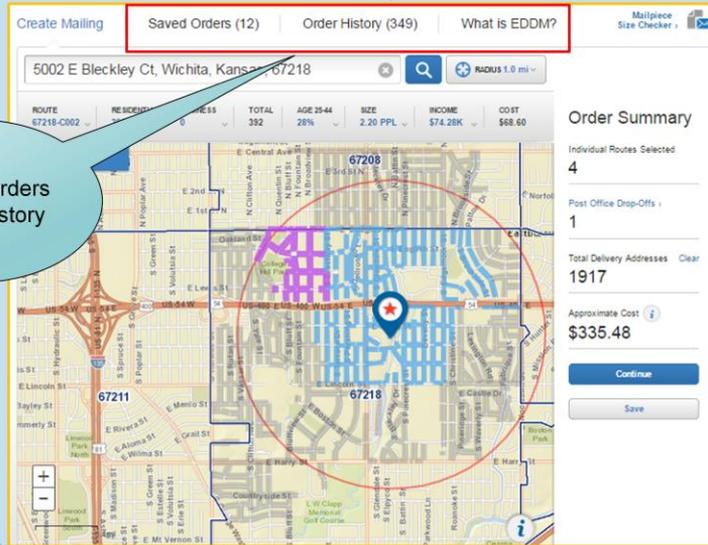
### E PRINT LINKS

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.

## Order Management



The screenshot displays the USPS Order Management interface. At the top, there are navigation tabs: "Create Mailing", "Saved Orders (12)", "Order History (349)", and "What is EDDM?". Below these is a search bar containing "5002 E Bleckley Ct, Wichita, Kansas 67218" and a "RADIUS 1.0 mi" filter. A table lists route statistics:

ROUTE	RESIDERS	AGE 25-44	SIZE	INCOME	COST
67218-C002	392	28%	2.20 PPL	\$74.28K	\$68.60

The main area features a map of Wichita, Kansas, with a red circle highlighting a specific area. A callout bubble points to the navigation links:

Links to:  
- Saved Orders  
- Order History  
- Support

On the right, an "Order Summary" panel shows:  
Individual Routes Selected: 4  
Post Office Drop-Offs: 1  
Total Delivery Addresses: 1917  
Approximate Cost: \$335.48  
Buttons: Continue, Save

Support and order information links







**EVERY DOOR DIRECT MAIL®**

**EDDM Retail - Priority Mail**

**EDDM BMEU -PMOD**

**Send EDMM Mailings to LPOs . . . .**

**. . . . Across Town or Across the Country**

**Prepare your package based on EDMM guidelines.**

**Include documentation and payment (Retail only)  
and 8125 (BMEU only)**

**Label and number your boxes –  
Every Door Direct Mail**

**Ship your boxes to the Post Office or BMEU**



United States Postal Service – September 2015

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](http://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™.

# 5

## **EDDM Succeeds Because It Works**

EDDM works!

**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**

Read screen.

## Useful Resources

- **EDDM.USPS.Com**
  - ▶ Access Online Mapping Tool
  - ▶ Register on **USPS.Com** for a Customer Registration ID
  - ▶ Learn about Every Door Direct Mail
  
- **Small Business Support Center**
  - ▶ 1-877-747-6249
  
- **Order a Kit**
  - ▶ <https://eddmkit.com>

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.

