

August 2014

Coming Soon: Every Door Direct Mail Promotional Coupon-- An Incentive Program for New EDDM Customers!



Discounted postage for EDDM is available solely to new EDDM customers for a limited time. Coupon availability is limited to a certain pre-determined number of redemptions.

The Every Door Direct Mail® (EDDM) Promotional Coupon is an incentive program for new customers that will provide a postage credit for mailings that meet a certain threshold. This incentive program will begin in September 2014. The goal of this initiative is to increase awareness of the benefits of Every Door Direct Mail (EDDM) as a valuable Direct Mail tool and to grow revenue.

Here is information on this incentive program and answers to some questions to familiarize USPS employees with this initiative:

New EDDM® customers will be issued a coupon by their USPS Sales representative. The coupon will offer:

- \$50 postage credit towards an EDDM order of \$350 or more, or;
- \$100 postage credit towards an EDDM order of \$750 or more.

Customers using the coupon will be able to apply their coupon online when they create and pay for their order, or present it when they pay for their order at a USPS Retail location or a Business Mail Entry unit.

Any USPS Sales Associate may award a coupon and the Sales organization also has dedicated team that will target eligible customers for the coupon program and work with them to get them started.

Please note: This program is not intended for existing EDDM customers. USPS will be able to monitor coupon redemption through the barcode on the coupon which is associated with a mailer's CRID.

What customers are eligible to receive a coupon?

- New customers who have not used Every Door Direct Mail before will be eligible to receive a coupon.

How do customers get their coupon?

- USPS Sales representatives will issue coupons to eligible new customers.

How are the coupons applied to a customer's order?

- New EDDM customers may apply their coupon when they create and pay for their EDDM order online via the USPS.com EDDM Online Tool, or present it at a Retail location or Business Mail Entry Unit when they pay for their order. Also, printers preparing an order on behalf of a customer may apply their customer's coupon when they pay for the order.

Can a coupon be used more than once?

- No. Coupons can only be used once by an eligible customer.

Can more than one coupon be applied on an order?

- No. Only one coupon may be applied per order.

Can a coupon value be split among orders (i.e., half of the value applied to 1 order and half applied to another order)?

- No. A coupon's value cannot be split for use on additional orders.

Do the coupons have an expiration date?

- Yes. The EDDM Promotional Coupon incentive expires on December 31, 2014.