

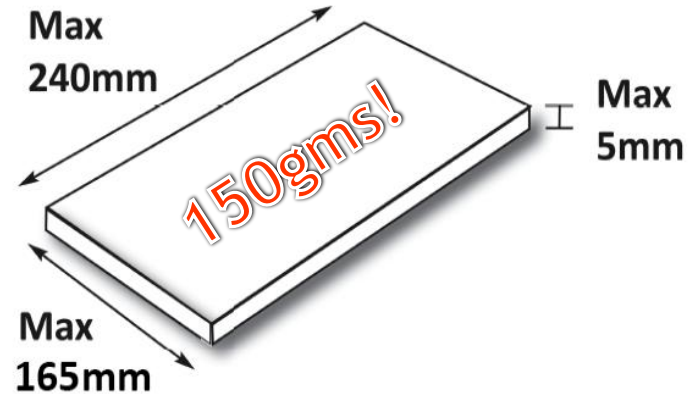
# Get more from your mailings

2 reasons that should make you reconsider your mailing plans.



24<sup>th</sup> November 2015

## 2 Reasons to reconsider your mailing plans



**CITIPOST MAIL**

## Reason Number 1



## Mailmark®

*“From January 2016 to be up to 5% cheaper than any other mail format.”*



Mailmark video link

<https://youtu.be/QFmyC1nL3Dk>

# So what do I need to know?

- Are my packs suitable for Mailmark®
- More work involved now
- Establish how much you want to do
- Ensure mailing house is Mailmark® enabled
- Figure out which barcode is for you
- Establish what **YOU** want from the barcode
- Get your mailing house to do it!
- Track your mailings



**Mailmark®** enabled



# Are my packs suitable for Mailmark®?

Naked / unwrapped Catalogues



Enveloped packs



Polywrapped packs

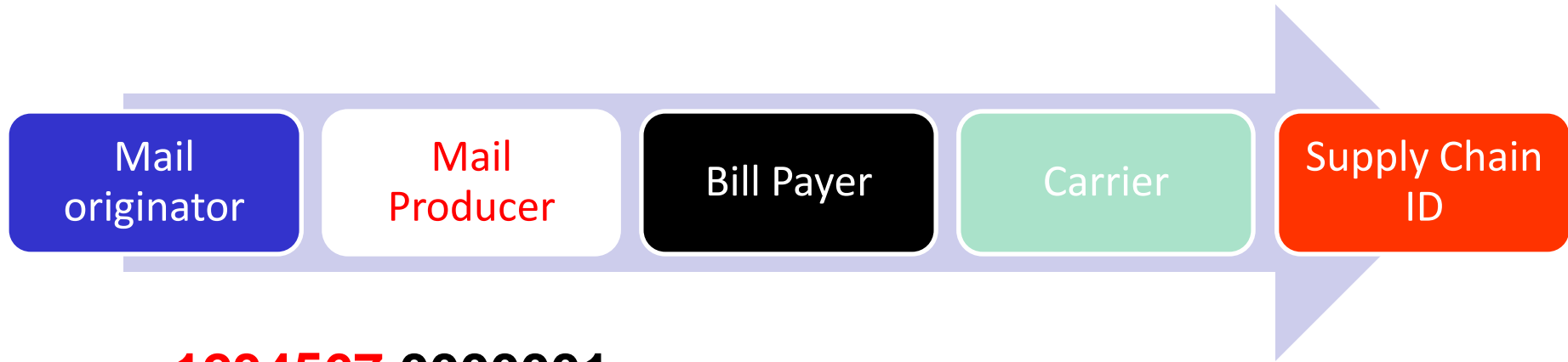


# Unique numbering

In order to track mail, every pack needs to be uniquely numbered

Unique across all carriers and mailing houses

Generated from Supply Chain ID



**1234567 0000001**

# E Manifest

You now need to upload entire data file

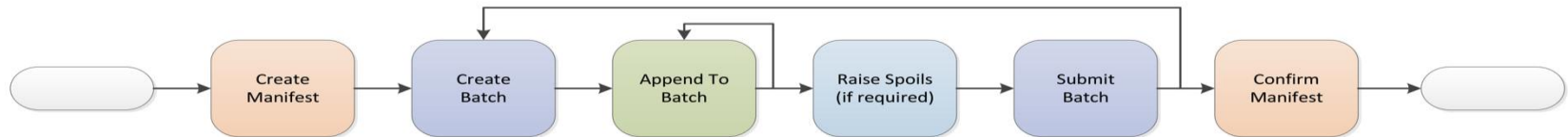
Not just line listing and summary reports

Window of 48 hours before release of mail

Cut off at 6pm on day of mail release

Partial releases of mail would mean batches needing to be uploaded

**Huge positive: Remove spoils from live release**



# Mailmark® enabled mailing houses\*

Opus Trust Marketing  
BBS Ltd  
Communis  
Priority Mailing & Digital Print  
Sunline Direct Mail  
Mail and Print  
Eclipse 4DM  
Cambertown Ltd  
Howard Hunt  
GI Solutions  
Johnston Mailing Ltd  
DDL Group  
Electoral Reform Services  
MBA Group Ltd  
DST Output UK  
Mediascene / Mailbird  
Data Mail Solutions

Arcane Direct Marketing  
The Lettershop Group  
Metromail Ltd  
blp northern  
PCS Advantage Ltd  
Kingsline Solutions Ltd  
Packpost Services  
Character Mailing  
Propack Direct Ltd.  
Gecko  
Anton Group  
Romax Marketing & Distribution  
Synertec Limited  
Ciconi Ltd  
Thamesdown Marketing  
Inc Direct Ltd  
FCS Lasermail

MDP Direct Limited  
Adare Limited  
Critiqom Limited  
Cheshires Laser Mail Ltd  
Orphans Press  
Lonsdale Direct Solutions  
TMB - The Mailing Business Ltd  
DM Print Ltd  
WDM  
Latcham  
Edward Thompson  
Real Digital  
Fastant  
Thr3e5ive4our Group  
RNB Group  
Mailing Expert  
Pureprint Group

\*at 28<sup>th</sup> September 2015



# Which barcode is for you?

## 2D Mailmark™ Type 9



**Size:**  
16mm x 16mm

**Usage:**  
90 characters  
45 for customer use

## 2D Mailmark™ Type 7



**Size:**  
12mm x 12mm

**Usage:**  
51 characters  
6 for customer use

## 2D Mailmark™ Type 29



**Size:**  
8mm x 24mm

**Usage:**  
70 characters  
25 for customer use

## 4-state Mailmark™ L



**Size:**  
Up to 89mm

**Usage:**  
No characters for  
customer use

# What can the barcode do for me?

Returns

Goneaways

Address cleansing

Trigger marketing

Similar to QR code

Unique Links with Purls

Contact Centre Management

Anything you want it to do



# “Track” your mailings

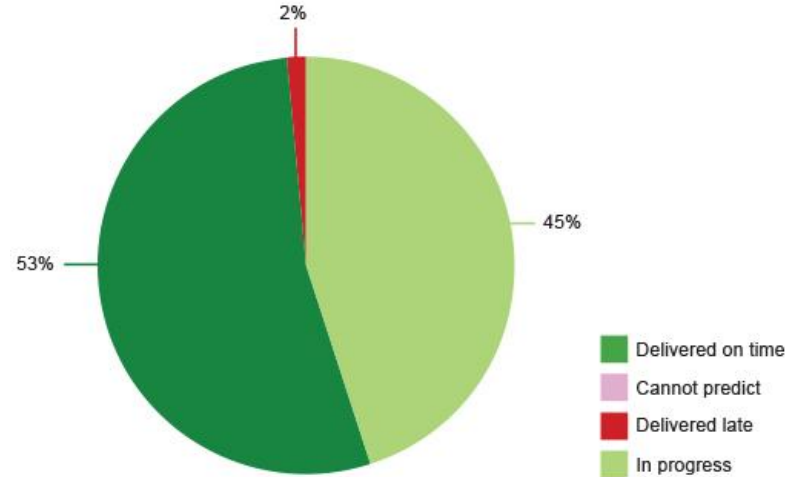
## 1 Dial

The Dial gives you an at-a-glance guide to the performance of your mail consignments across your supply chain.



## 2 Predicted Delivery

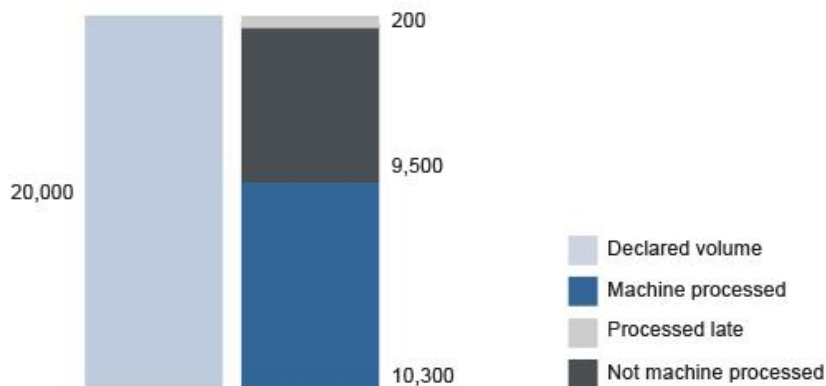
The Predicted Delivery field lets you see how much of your mail is predicted to be delivered within agreed timelines.



# “Track” your mailings

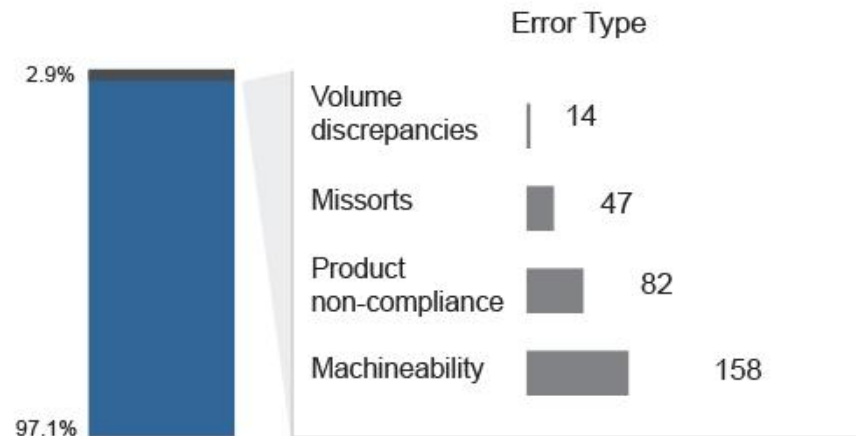
## 3 Volume

The Volume section tells you what volume of mail was declared on your eManifest and what volume has been processed on Royal Mail machines.



## 3 Performance

The Performance area lets you see any mail that doesn't comply with agreed standards.



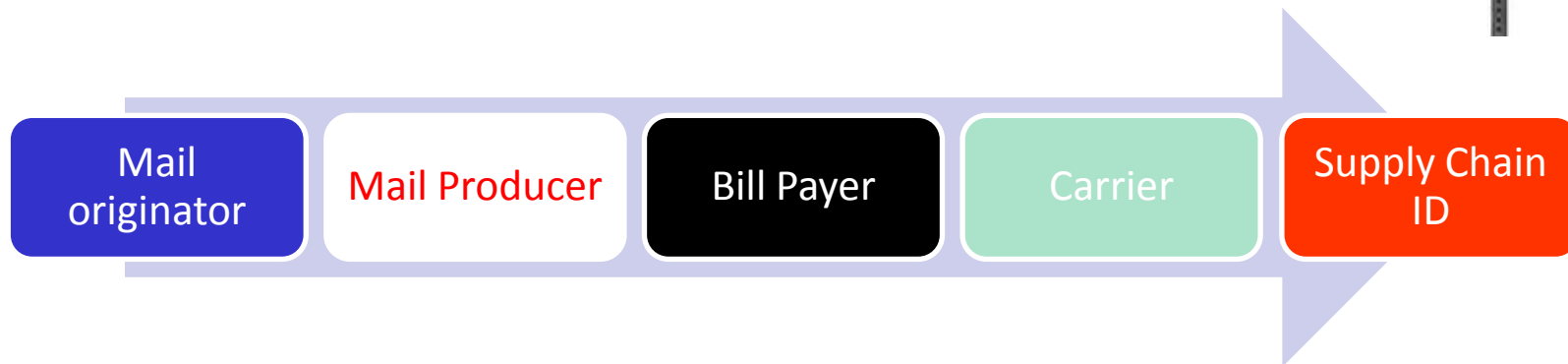
## So whens it all happening?

- Went live in March 2014
- Slow start, low take up
- At a cost of £92M
- Why?
- Was the lowest price in the market from Jan 2015 - Letter format only
- Awaiting Jan 2016 rates



# Challenges ahead

- Increased costs for Mailing houses
- Pitfalls for supply chain



- **Adjustments**

# Adjustment Charges

There are some occasions when mail does not meet our specifications, but we are still able to handle it for an additional charge. We will normally contact the poster and explain the problem before making a charge. (This is not possible for the Mailmark option.)

Fault	Applies to	Flat Fee	Per item fee	Note
Missorts	Mailmark Letters	n/a	20.04p	Adjustment charges only apply when one or a combination of charges result in a charge of £10 or more per eManifest
Missorts	Mailmark Large Letters	n/a	43.16p	
Presented as unsorted	Mailmark sorted Letters	n/a	6p	
Presented as unsorted	Mailmark sorted Large Letters	n/a	37p	
International item as domestic	Mailmark Letters and Large Letters	n/a	£1.28	
Unable to resolve	Mailmark Letters	n/a	13.2p	
Unable to resolve	Mailmark Large Letters	n/a	16.5p	
Non machine processed	Mailmark Letters	n/a	13.2p	
Non machine processed	Mailmark Large Letters	n/a	16.5p	
Postcode accuracy	Mailmark Letters	n/a	16.9p	
Postcode accuracy	Mailmark Large Letters	n/a	16.9p	Postcode and Delivery point suffix accuracy adjustment charges only apply if the combined result drops below 90% per eManifest
Delivery point suffix accuracy	Mailmark Letters and Large Letters	n/a	0.9p	
Missing or incorrect eManifest ID	Mailmark Letters and Large Letters	£10	n/a	per eManifest

# Adjustment Charges

There are some occasions where an additional charge may be applied for an additional charge. We charge. (This is not possible)

Fault
Missorts
Missorts
Presented as unsorted

Reported Adjustment	Description	Methodology	Format	Current charge	Amended charge
Unable to resolve	Item where Postcode cannot be determined	Item level adjustment charge	Letter	£0.132	£0.065
			Large Letter	£0.165	£0.085
Not machine processed	Item where Mailmark barcode is missing or cannot be machine read	Item level adjustment charge	Letter	£0.132	£0.065
			Large Letter	£0.165	£0.085

Presented as unsorted	Mailmark sorted Large Letters	n/a	37p	only apply when one or a combination of charges result in a charge of £10 or more per eManifest
International item as domestic	Mailmark Letters and Large Letters	n/a	£1.28	
Unable to resolve	Mailmark Letters	n/a	13.2p	Postcode and Delivery point suffix accuracy adjustment charges only apply if the combined result drops below 90% per eManifest
Unable to resolve	Mailmark Large Letters	n/a	16.5p	
Non machine processed	Mailmark Letters	n/a	13.2p	
Non machine processed	Mailmark Large Letters	n/a	16.5p	
Postcode accuracy	Mailmark Letters	n/a	16.9p	
Postcode accuracy	Mailmark Large Letters	n/a	16.9p	
Delivery point suffix accuracy	Mailmark Letters and Large Letters	n/a	0.9p	
Missing or incorrect eManifest ID	Mailmark Letters and Large Letters	£10	n/a	per eManifest

# Summary

- What Mailmark is (a 2d barcode)
- How do you put it on?
- What can it do?
- When can I do it?
- Costs
- Issues to be considered
- Is it right for you (yet)?



## Reason Number 2



## Advertising Mail Catalogue Trial

*“Mail up to 150gms without the steep price jump”*

## So what do I need to know?

- Are **my** packs suitable for this new format?
- What's the trial all about?
- How long is the trial for?
- How much does it cost?
- What will it do for me?
- What do I have to do to take part?

# Are my packs suitable for this new format?

Naked / unwrapped Catalogues



Enveloped packs



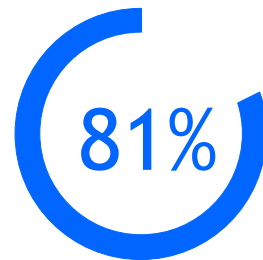
Polywrapped packs



# What's the trial all about?



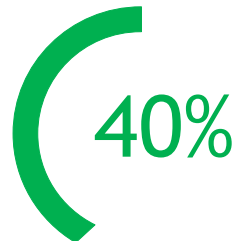
Of the 74%



Of purchases made were influenced by the catalogue



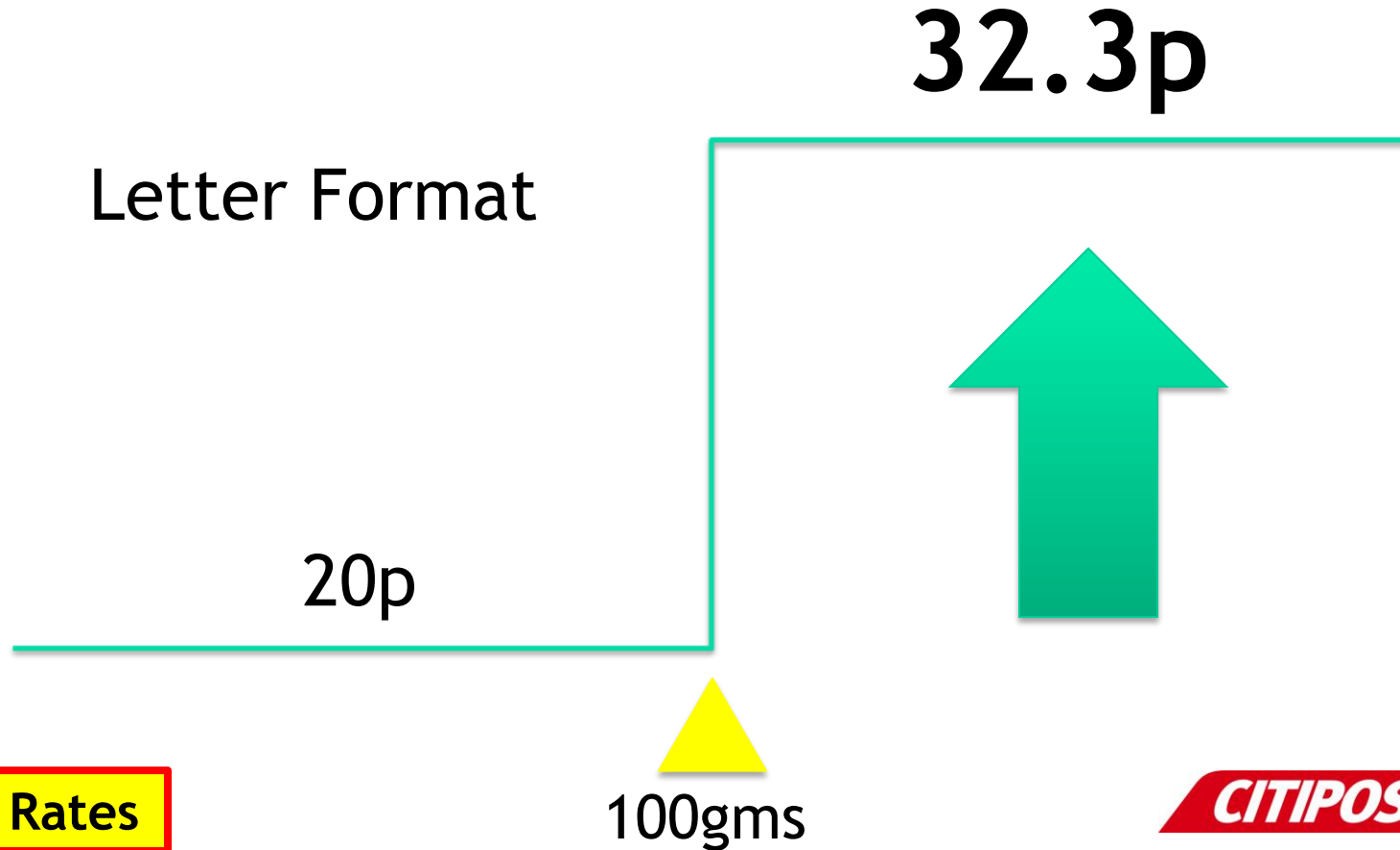
Buy more frequently if they receive a catalogue



Bought more than originally intended as a result of receiving the catalogue

Source: Printed Catalogues in a Digital World, 2013

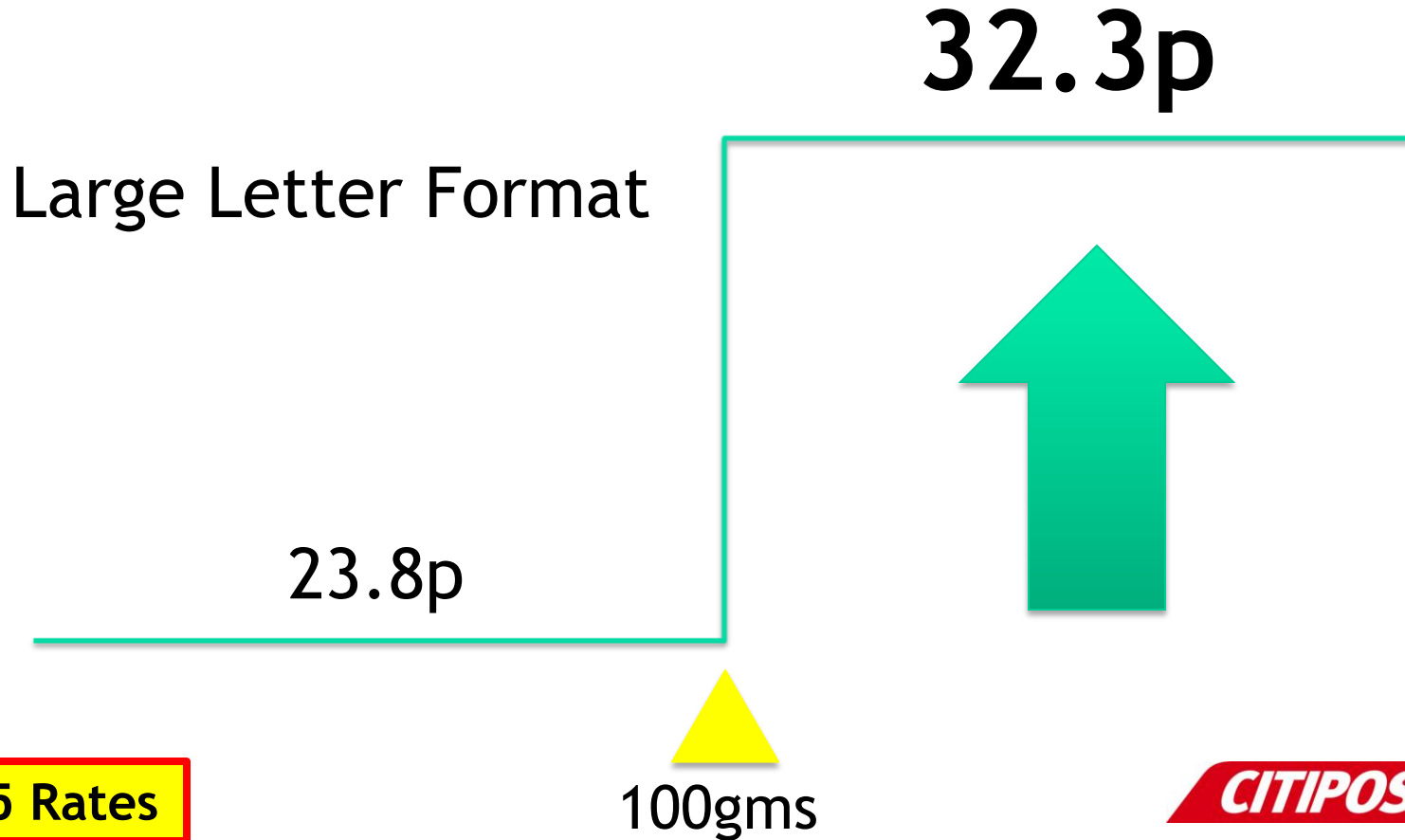
What's the trial all about?



2015 Rates

**CITIPOST** MAIL

What's the trial all about?



2015 Rates

**CITIPOST** MAIL

# How long is the trial for?

Initial or pilot trial in 2014

This “trial” will run from January 2016

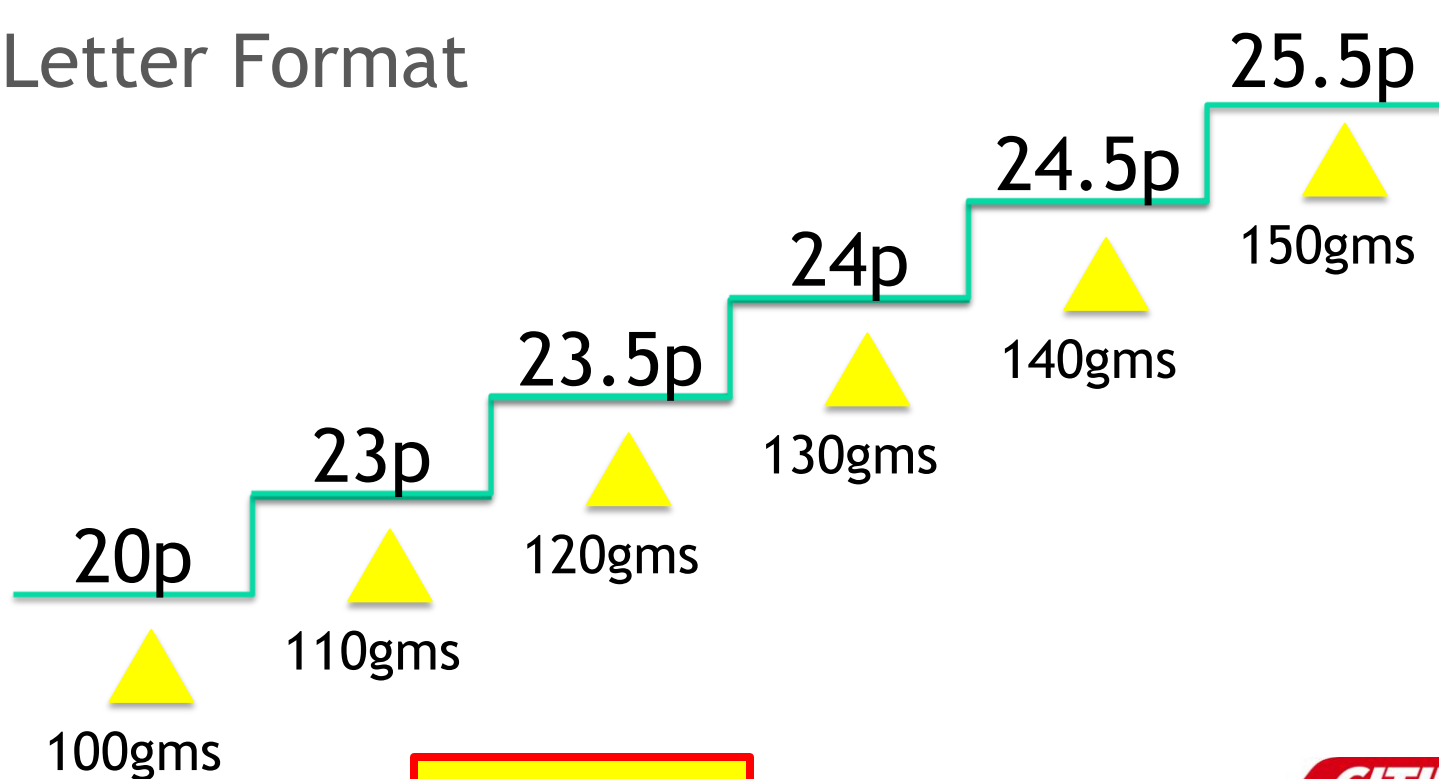
Currently scheduled to end in March 2017



How much does it cost?

32.3p

Letter Format



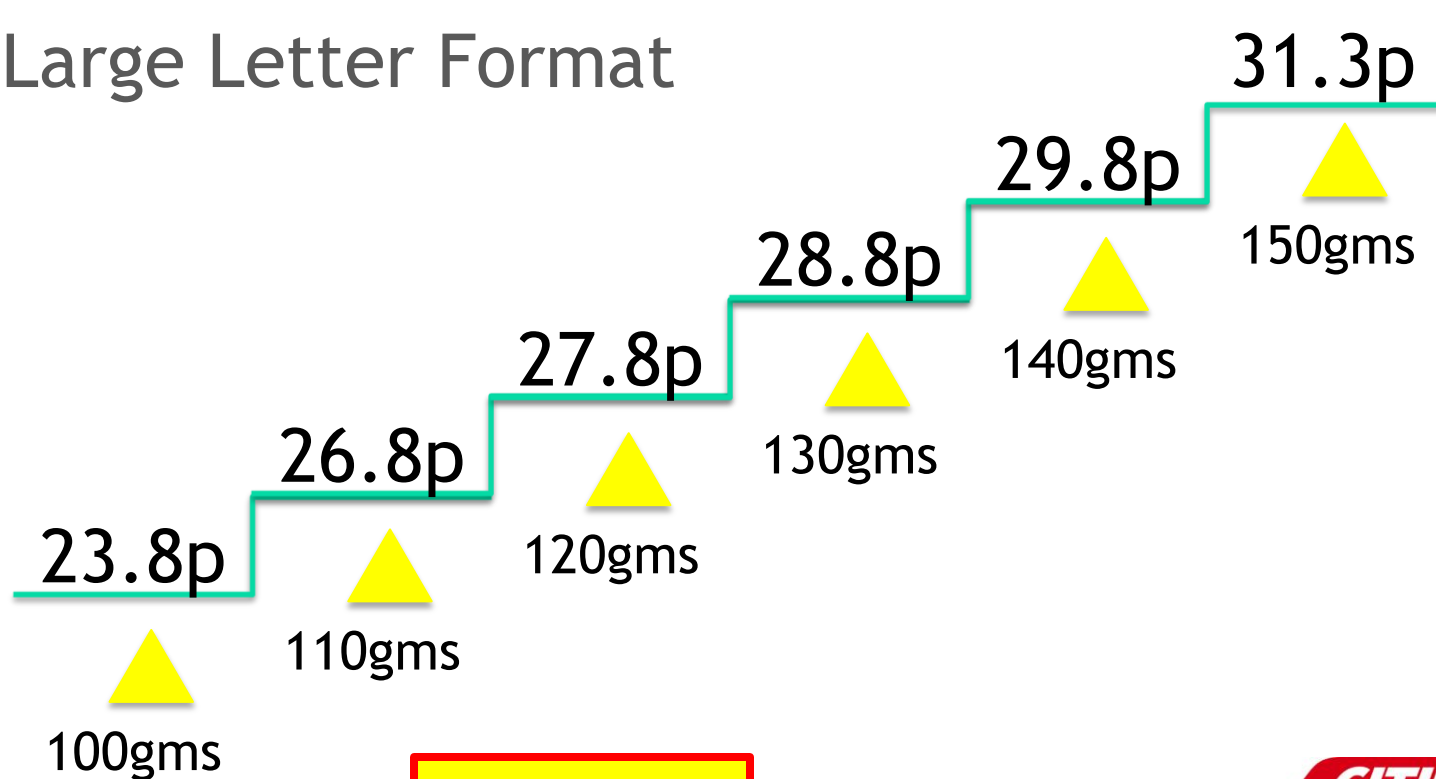
2015 Rates

**CITIPOST** MAIL

How much does it cost?

32.3p

Large Letter Format



2015 Rates

**CITIPOST** MAIL

# What will it do for me?

Increase catalogue weight above 100g but pay a more graduated price

This could enable you to:

- More cost effectively increase pagination to display more products
- Increase paper weight to test recipient effect
- Test effect on response and average order values
- Create a harder working pack

Re-invest postage savings to increase customer reach and sales

This could enable you to:

- Mail more packs for the same money
- Increase acquisition volumes
- Mail to lower performing segments or lapsed customers
- Create new testing strategies or review campaign cost of acquisition



# What do I have to do to take part?

Check your catalogue meets the content requirement for the new Advertising Mail Catalogue service against the specification

Check that you have set up Royal Mail Wholesale to receive a seed/sample on the day of mailing

Ensure the UCID number will be printed on each seed/sample to correlate with each mailing.

Ensure you sort data using the new Advertising Mail Catalogue product format

Register through your DSA provider for the scheme



# Summary

- Suitable formats
- What the trial is all about
- How long the trial is for
- How much it will cost
- What will it do for you
- What you have to do to take part





*Smart mail management*

# Thank you

## Any Questions?

Rob Pratley

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