

Every Door Direct Mail®

Simplified Mailing Process // User Guide



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Overview

What Is Every Door Direct Mail®?

With Every Door Direct Mail® (EDDM®) service from the U.S. Postal Service®, you can reach the customers who matter most to your business – in nearby neighborhoods – and you don't even need to know names or street addresses. Simply identify the neighborhoods you want to target and your printed pieces are delivered to the active addresses in your target area.

You can use Every Door Direct Mail to:

- Target a location without an address list.
- Send out local mailings or national campaigns.
- Build more traffic.
- Find new customers.
- Increase revenue.
- Reduce mail preparation costs.

What Are My Mailing Options?

Whether you're a large or small business, Every Door Direct Mail® service can help get your marketing messages into the hands of consumers.

1. With Every Door Direct Mail - Retail® your mailings are taken to the local Post Office™ for processing if they meet all of the following criteria:

- You must log in to the tool to complete or save your order. New EDDM Retail[®] accounts can be created within https://reg.usps.com/register
- Appropriate documentation will be provided online to take with your mailing to the Post Office.
- Mail pieces are limited to Standard Mail® flats only.
- Each mailpiece must be at least .007" thick (approx. 3 sheets of copy paper) and cannot exceed
 3.3 oz. For more information, please reference the EDDM Quick Reference Guide: https://www.usps.com/business/pdf/quick-reference-guide.pdf [pdf]
- Each mailpiece must display the Every Door Direct Mail Retail indicia.
- For more information, please visit USPS® Every Door Direct Mail https://www.usps.com/business/every-door-direct-mail.htm

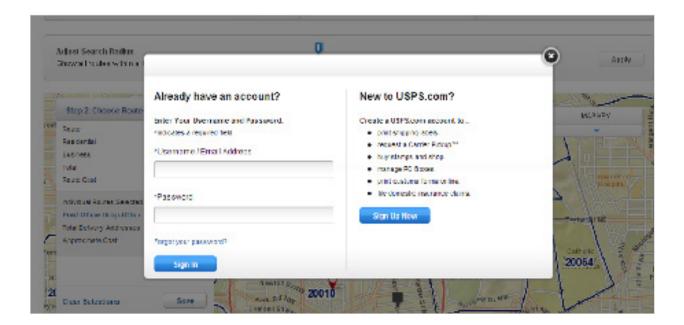
2. The other option is Every Door Direct Mail for BMEU (Business Mail Entry Unit). Requirements are:

- You must have or must obtain an active USPS Standard Mail® permit number.
- You may register or log in via https://reg.usps.com/register to access the online tool, or obtain updated delivery statistics via one of the appropriate NCSC products.
- You must bring appropriate documentation with your mailing to the BMEU where the permit is held.
- Pieces may weigh up to 16 ounces, and postage prices may vary based on piece weight and entry point. For more information, please reference the EDDM Quick Reference Guide: https://www.usps.com/business/pdf/quick-reference-guide.pdf [pdf]
- For more information, please visit USPS Every Door Direct Mail https://www.usps.com/business/every-door-direct-mail.htm

Registration

New User Registration

Go to https://eddm.usps.com/eddm/customer/routeSearch.action



2 Select register/sign in within the global header.

You will be taken to the page.

Note: Existing customers, enter your username and password.

- 3 Enter the required information.
- 4 Select [Create Account].

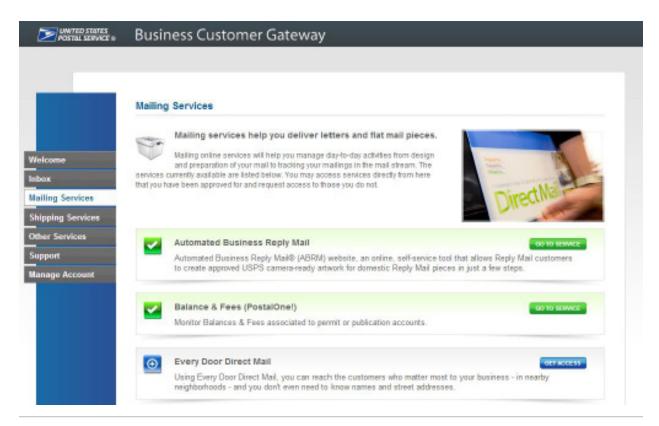
 And you're registered. It's that simple.
- After your new USPS.com account has been created,
 you will automatically be redirected to the online mapping tool so you can create your mailing.

Business Service: Every Door Direct Mail for BMEU®

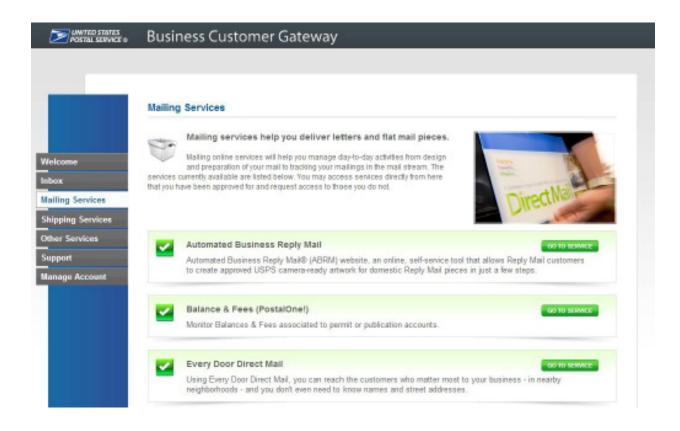
6 For existing BMEU customers, return to Business Customer Gateway. https://gateway.usps.com/bcg/login.htm



7 Select [Get Access] next to the EDDM® listing under the mailing services section.



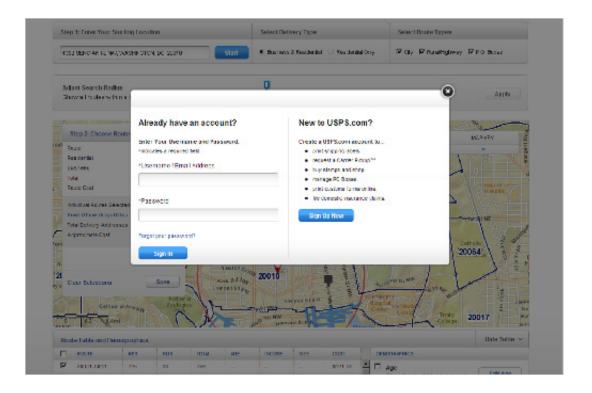
8 Select [Go To Service] to go to EDDM® Tool.



STEP 1 / Enter Your Starting Location

1 To sign in to the EDDM Tool,

select the sign in now text that appears directly above the search location text field. A pop-up window will prompt you to sign into your USPS.com account. If you do not have an account, you can create a new one by selecting the [Sign Up Now] button on the right side of the window.



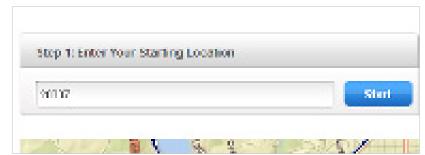


Begin your search to determine your mailing audience.

You can search by street address, city and state, or ZIP Code™ by entering in your search criteria into the text field within the search location box and selecting the [Start] button.

Note: If searching by city and state, you may be presented with the option to select up to five ZIP Codes to target for delivery. This is accomplished by selecting the checkboxes that appear to the left of each ZIP Code.

It is also possible your search will result in more than one address result. If this is the case, you will need to select the appropriate address.





Within the starting location view,

there are additional filters, which can help target your search results. These filters include:



Select delivery types:

Business & Residential / Results will include business and residential delivery points.

Residential only / Results will only include residential delivery points.



Select route types:

City / Results will include delivery points where mail is delivered by a USPS® employee.

Rural/Highway / Results will include delivery points where mail is delivered by a USPS or contract employee.

PO Box™ / Results will include delivery points where mail is delivered to USPS Post Office™ Boxes. Includes personal and business boxes.

When searching by a full address, it will also be possible to revise search results based on location radius. To accomplish this, you can use the location slider to revise search location by .25 mile increments. Selecting the [Apply] button will update the table view results with your selections.



Results are displayed on the route table and map.

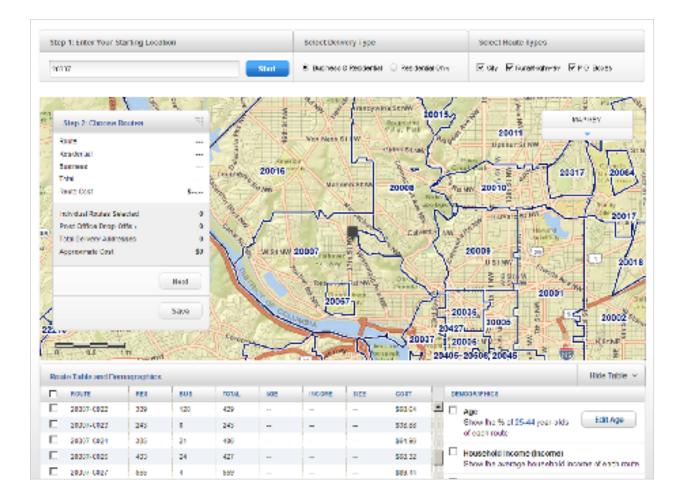
STEP 2 / Selecting routes is covered on page 10.

STEP 2 / Choose Routes

Table View // RETAIL

1 Selection results are available in a table for all search options.

Results of the starting location search are displayed in the route table by indicating the total routes and the total possible deliveries based on the selection made in STEP 1, in addition to the approximate cost to mail.





The Table view displays selection results and an approximate mailing cost

for flats only to be dropped at a local Post Office™ retail unit. The table view columns include:

ROUTE / Identifies the particular route by ZIP Code and carrier route ID.

RES / Indicates the number of residential delivery points in a given route.

BUS / Indicates the number of business delivery points in a given route.

TOTAL / Indicates the total number of delivery points in a given route.

AGE / Indicates the percentage of each route that matches a given age criteria.

INCOME / Indicates the average household income of a given route.

SIZE / Indicates the average household size of a given route.

COST / Indicates total cost for mailings included within that route.

Note: It is not possible to select a partial route.



Route demographics can be shown on the route table.

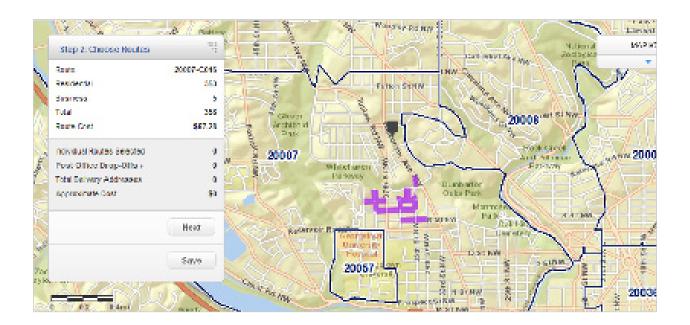
This can be accomplished by selecting the checkbox next to the desired demographic in the demographics selector section. Available demographics include age, household income, and household size.

Selecting age shows the percentage of routes for the default age range of 25 to 44 years old. To edit this criteria, select the [Edit Age] button and move the indicators to the beginning and end of your desired age range. Once satisfied with the range, select [Done].

4

Within the map view, hovering over a route will show the route details,

including selected demographic data, in the route summary pane. Selecting this route will add it to your selected list of routes in the table view.

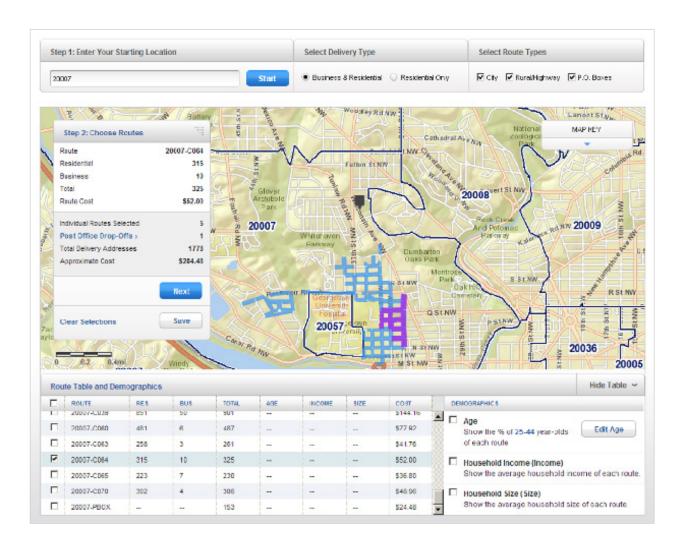


5 All columns in the route table are sortable in ascending and descending order.

This can be accomplished by selecting the column header, which will first sort the column by descending order. Ascending order can be accomplished by selecting the column header again.

6 Within the route table view, you have the ability to select routes by selecting the checkbox that appears to the left of each route name.

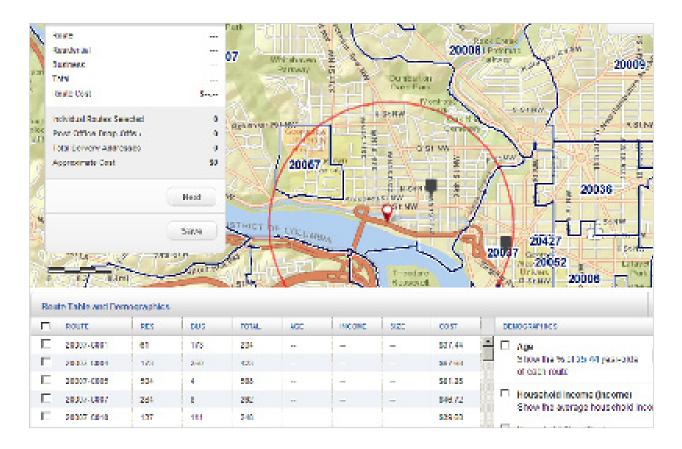
Note: The possibility exists that your route selections will require you to drop off mail pieces at more than one drop-off location. If this is the case, you will be prompted by an alert message that your selections require additional drop off locations. It is possible to continue forward with your order or remove that route from your selections.





When using the route table, the EDDM® map will change

to indicate your selections. Within the map, your route selections will be updated visually in the following ways:



- Your searched location will be indicated by a circular icon on the map.
- Hovering over a route within the table will apply a purple color to the route within the map.
- Selecting a business only route within the table will apply a green color to the route within the map.
- Selecting a standard route within the table will apply a blue color to the route within the map.
- Selecting a PO Box[™] route within the table will add a blue icon to the map.

There is also a key within the upper right corner of the map explaining each visual indicator.



When selections do not meet Retail qualifications

(more than 200 but 5,000 or fewer deliveries per ZIP Code[™] per day), a message appears indicating such. If your selections total more than 5,000 delivery points, you will be prompted to reduce that number.



Offices.

9 A summary of your selected routes are shown in the route summary view.

Included in the summary are the total number of routes selected, Post Office™ drop-offs, delivery addresses, and approximate cost.

When logged in, selecting the [Next] button will bring you to the STEP 3 / Select Drop-Off Date. If you are not logged in, a message will prompt you to log in before proceeding to the next step.

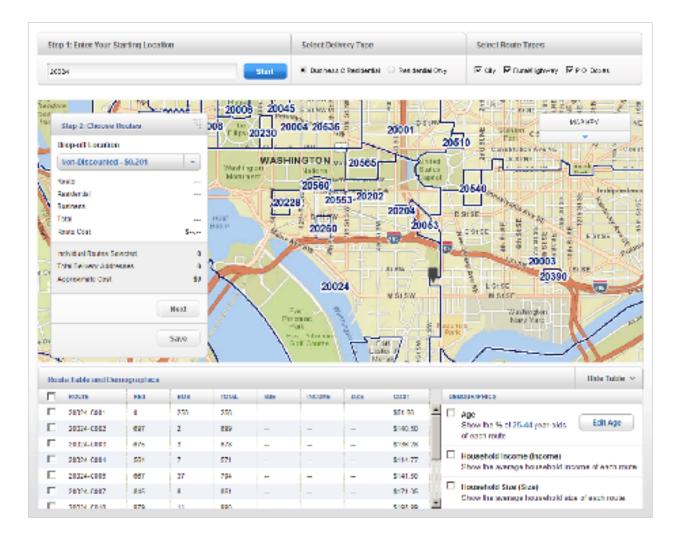
- Selecting the Post Office drop-offs text will display the drop-off details of your order.

 This includes which Post Offices™ you will need to drop off your order at, and which deliveries apply to which Post Offices. You also have the option to deselect routes from your order as they apply to certain Post
- At this stage, you also have the ability to save the progress of your order with the ability to continue later. This can be accomplished by selecting the [Save] button, below the [Next] button.
- Selecting this link will bring up a window that will also allow you to add a nickname to your order. This step is optional.
- Once your order has been saved, you may review your saved order using the navigation links located in the top right corner of the page.

Table View // BMEU

1 Selection results are available in a table for all search options.

Results of the starting location search are displayed in the route table by indicating the total routes and the total possible deliveries based on the selection made in STEP 1, in addition to the approximate cost to mail.





The table view displays selection results and an approximate mailing cost

for flats only to be dropped at a local Post Office™ retail unit. The Table view columns include:

ROUTE / Identifies the particular route by ZIP Code™ and carrier route ID.

RES / Indicates the number of residential delivery points in a given route.

BUS / Indicates the number of business delivery points in a given route.

TOTAL / Indicates the total number of delivery points in a given route.

AGE / Indicates the percentage of each route that matches a given age criteria.

INCOME / Indicates the average household income of a given route.

SIZE / Indicates the average household size of a given route.

COST / Indicates total cost for mailings included within that route.

Note: It is not possible to select a partial route.



Route demographics can be shown on the route table.

This can be accomplished by selecting the checkbox next to the desired demographic in the demographics selector section. Available demographics include age, household income, and household size.

Selecting age shows the percentage of routes for the default age range of 25 to 44 years old. To edit this criteria, select the [Edit Age] button and move the indicators to the beginning and end of your desired age range. Once satisfied with the range, select [Done].

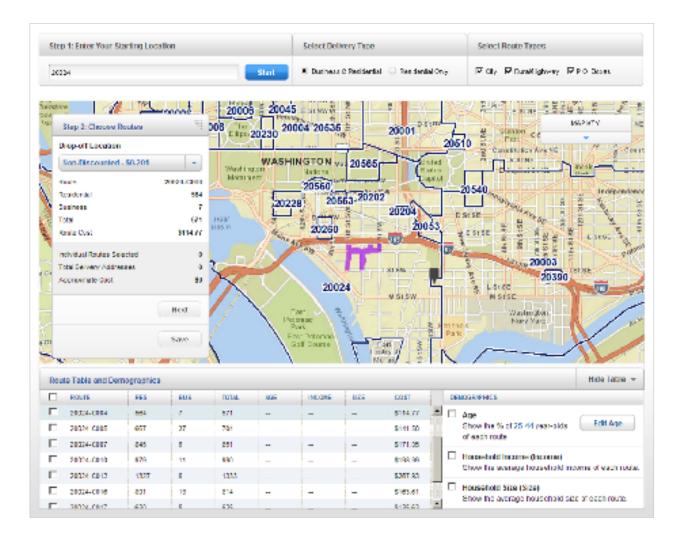


All columns are sortable in ascending and descending order.

This can be accomplished by selecting the column header, which will first sort the column by descending order. Ascending order can be accomplished by selecting the column header again.

5 Within the map view, hovering over a route will show the route details

including selected demographic data, in the route summary pane. Selecting this route will add that route to your selected list of routes in the table view.



6

Within the route summary view, the drop-off location

can be selected, which affects the price per delivery. The different locations include:

Non-Discounted

Regional Plant / Destination Network Distribution Center (DNDC)

Local Plant / Destination Sectional Center Facility (DSCS)

Local PO / Destination Delivery Unit (DDU)

Selecting a drop-off location will automatically update the approximate cost in the route summary and the cost column in the route table.



Within the table view you have the ability to select routes

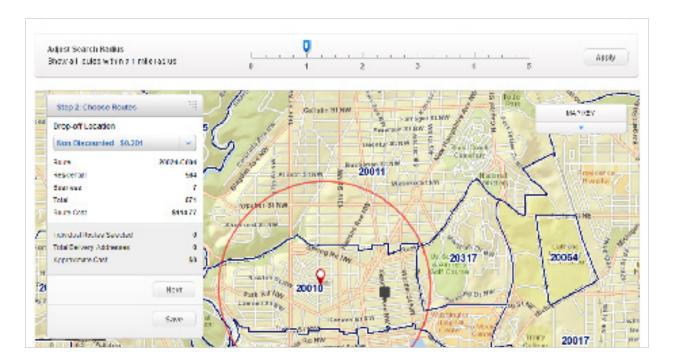
by selecting the checkbox that appears to the left of each route name.

Note: If you have selected DDU as the drop-off location you may be required to drop-off mail peices at more than one location. If this is the case, you will be prompted by an alert message that your selections require additional drop off locations. It is possible to continue forward with your order or remove that route from your selections.

8

When using the route table, the EDDM® map will change

to indicate your selections. Within the map, your route selections will be updated visually in the following ways:



- Your searched location will be indicated by a circular icon on the map.
- Hovering over a route within the table will apply a purple color to the route within the map.
- Selecting a standard route within the table will apply a blue color to the route within the map.
- Selecting a PO Box route within the table will add a blue icon to the map.

There is also a key within the upper right corner of the map explaining each visual indicator.

9 A summary of your selected routes is shown in the route summary view.

Included in the summary are the total number of routes selected, Post Office drop-offs (if needed), delivery addresses, and approximate cost.

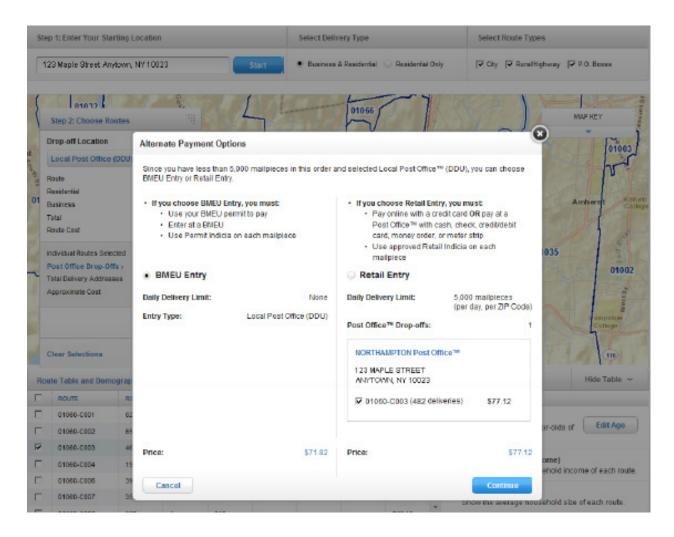
When logged in, selecting the [Next] button will bring you to the STEP 3 / Select Drop-Off Date.

- If DDU has been selected as the drop-off location, selecting the [Post Office Drop-Offs] text will display the drop-off details of your order. This includes which Post Offices™ you will need to drop off your order at, and which deliveries apply to which Post Offices. You also have the option to deselect routes from your order as they apply to certain Post Offices.
- At this stage, you can save the progress of your order.
 Select the [Save] button, below the [Next] button.
- Selecting this link will bring up a window that will also allow you to add a nickname to your order. This step is optional.
- Once your order has been saved, you may review your saved order using the navigation links located in the top right corner of the page.

14

If your selected routes total 5,000 or fewer delivery points, then a window will open to offer you

the option to checkout using the EDDM Retail[®] checkout. Your mailing must comply with the requirements specific to EDDM Retail procedures, including dropping the mailpieces off at the local Post Office[™]. Selecting [Retail Entry] and pressing [Continue] will continue your order with retail options and pricing.

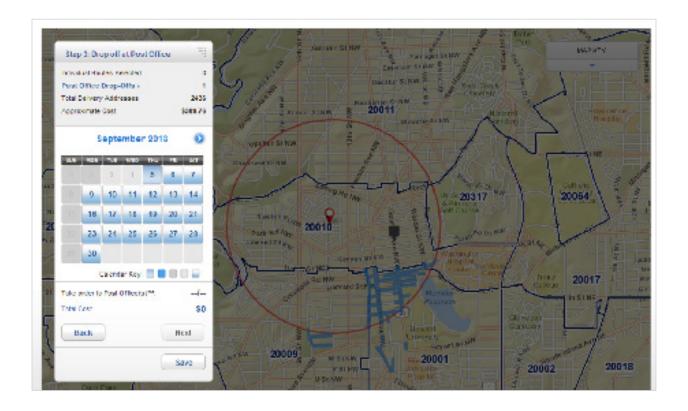


STEP 3 / Drop Off at Post Office™

NOTE: For BMEU users this step is called "Step 3 / Take order to BMEU"

1 You may select a drop-off date for your EDDM® mailings using the calendar.

NOTE: Dates may be selected up to 30 days in advance.



2 Selecting the [Next] option will bring you to STEP 4 / Confirmation

STEP 4 / Confirmation

The confirmation step will include a summary of all information pertaining to your EDDM® order, including:

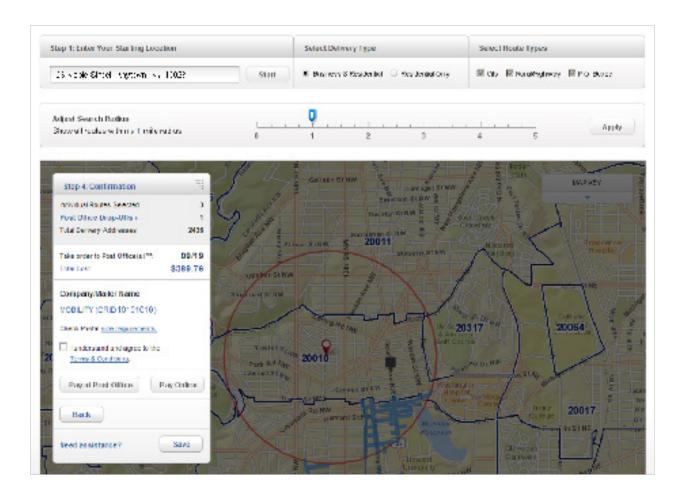
- · Total deliveries.
- Drop-off location, hours, address, and contact information.
- · Scheduled drop-off date.
- Total order cost.

Confirmation // RETAIL

1

Within the Confirmation step,

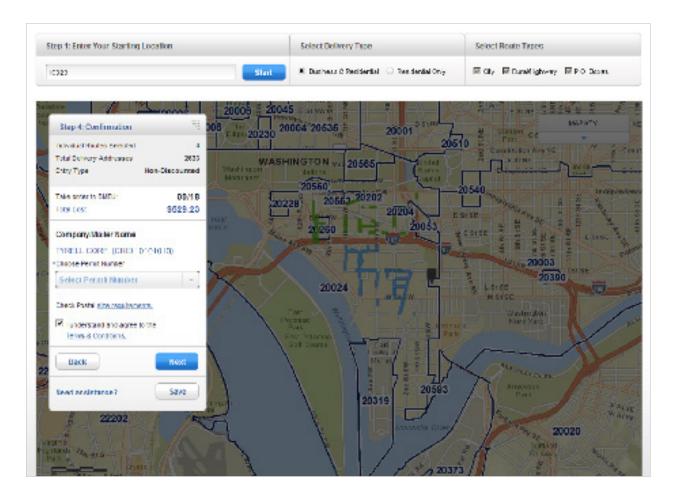
you will be required to agree to the terms & conditions for EDDM. This can be accomplished by selecting the terms & conditions box, which will bring up a new window containing this information, and selecting the checkmark to indicate agreement.



- Once you have agreed to the terms & conditions,
 you will be presented with the option to pay at your local Post Office, pay online, or save for later.
- 3 Selecting the [Pay at Post Office] button
 will take you to STEP 5 / Order Confirmation/Print Forms.
- 4 Selecting the [Pay Online] button
 will take you into the online payment portal, where you can complete your order.
- Selecting the [Save] button
 will bring up a window that will also allow you to add a nickname to your order. This step is optional. Once
 your order has been saved, you may review your saved order using the navigation links located in the top
 right corner of the page.

Confirmation // BMEU

Within the confirmation step, you will be required to select your company/mailer name using the drop down menu below your EDDM® order total. To associate a different company/mailer name with your account, you will need to update your account in the Business Customer Gateway.

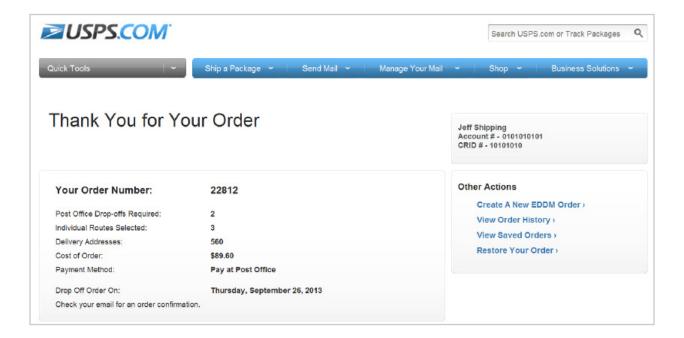


You will also be required to select a permit associated with your account using the drop down menu below your EDDM® order total. To associate a different permit with your account, you will need to update your account in the Business Customer Gateway.

- You will also be required to agree to the terms & conditions for EDDM® service. This can be accomplished by reading the terms & conditions box and selecting the checkmark to indicate agreement.
- 4 Once you have agreed to the terms & conditions,
 you will be presented with the option to pay at your local Post Office (office where permit is held).
- Selecting the [Save] button
 will bring up a window that will also allow you to add a nickname to your order. This step is optional. Once
 your order has been saved, you may review your saved order using the navigation links located in the top
 right corner of the page.
- 6 Before completing your order, you are required to enter mailpiece weight and container information related to your order.

STEP 5 / Order Confirmation/ Print Forms

Order Confirmation & Print Forms // RETAIL



- The order confirmation page will include a summary of the information pertaining to your EDDM® order. This includes:
 - · Total deliveries.
 - · Total order cost.
 - Scheduled drop-off date.
 - Post Office™ drop-offs.
 - Payment method.



Within the confirmation page, there are several forms relating to your order

that you will need to print prior to dropping off your order at the drop-off location, which are prepopulated with your order information. The forms include:



Retail Post Office Listing Form / Identifies the Post Office™ retail units that service the ZIP Codes and routes included in your mailing. The form is pre-populated with:

- · Retail Post Office address.
- Phone number.
- Fax number.
- Hours of operations.
- The total number of mailpieces to submit to each unit.
- Approximate cost at each unit.
- Mailing Statement (USPS Form PS3587) / Includes information specific to your EDDM® mailing order, including:
 - 5-digit ZIP Code™.
 - · Route number.
 - Number of mailpieces per route.
- **©**

Facing Slips / Includes information for the Post Office™ on how to process your EDDM order. One facing slip should be printed for each route selected.

3

Printing can be accomplished by selecting each of the individual forms

and printing manually or by selecting the blue [Print Forms Now] button.

Once you have printed your forms, you are ready to bring your EDDM order to your scheduled drop off location. You also have the ability to create new EDDM orders from this page by selecting the [Create New Mailings] button at the bottom of the page.

Note: You must bring your printed forms to your scheduled drop-off location in order to complete your order.

Order Confirmation & Print Forms // BMEU

1 The order confirmation page

will include a summary of all of the information pertaining to your EDDM® order. This includes:

- Your order number
- Total deliveries.
- Total order cost.
- Scheduled drop-off date.
- Drop-off Location.
- Within the confirmation page, there are several forms that you will need to print prior to dropping off your order at the drop off location, which are prepopulated with your order information. The forms include:
 - PS Form 3602 (Mailing Statement).
 - PS Form 8125 (Plant Verified Drop Shipment).
 - Facing Slip.
- Once you have printed your forms, you will need to proceed to the Postal Wizard to complete your order.

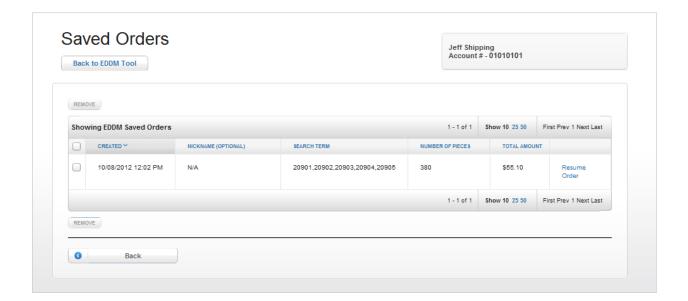
You also have the ability to create new EDDM® orders from this page by selecting the [Create New Mailings] button at the bottom of the page.

Note: You must bring your printed forms to your scheduled drop-off location to complete your order.

STEP 6 / Saved Orders

Saved Orders // RETAIL

- To review your saved orders, select the saved orders link located on the top right of the page just above the EDDM® map on the EDDM tool page.
- 2 Within the saved orders page, several columns of information are provided:
 - Date order was created.
 - Nickname (if given one, not required).
 - Search term for saved order.
 - Number of pieces in order.
 - · Total amount.



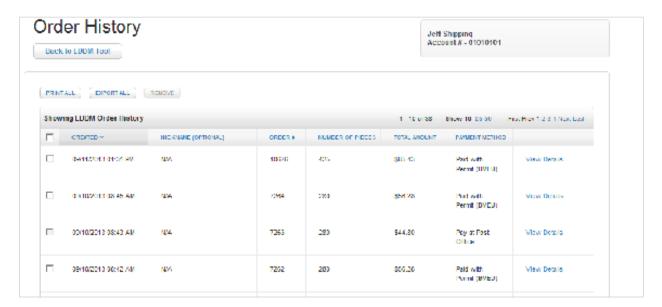
To resume a saved order,

select the resume order link in the far right column of the saved orders page. This will return you to the EDDM tool with all previous entries and selections completed.

To remove a saved order from view, select the box in the far left column of the order. Then select the [Remove] button located in the lower left corner. You will be prompted to confirm removal of the order, at which point the order will be removed from your saved order history.

Saved Orders // BMEU

- To review your saved orders, select the saved orders link located on the top right of the page just above the EDDM® map on the EDDM tool page.
- 2 Within the saved orders page, several columns of information are provided:
 - Date order was created.
 - Nickname (if given one, not required).
 - Order number
 - Number of pieces in order.
 - Total amount.
 - Payment method (Paid with Permit, Pay at Post Office™, Paid Online).



3

To resume a saved order,

select the resume order link in the far right column of the saved orders page. This will return you to the EDDM tool with all previous entries and selections completed.

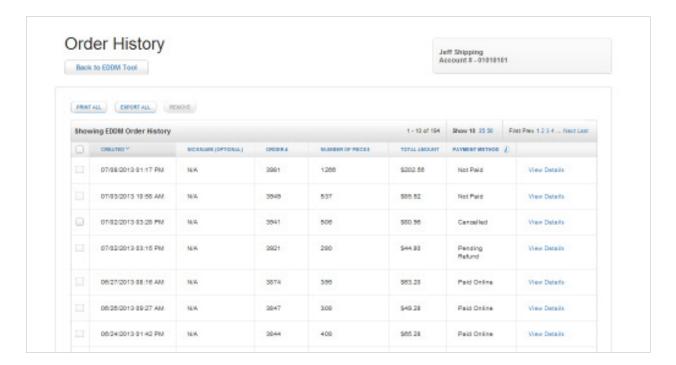
4

To remove a saved order from view,

select the box in the far left column of the order. Then select the [Remove] button located in the lower left corner. You will be prompted to confirm removal of the order, at which point the order will be removed from your saved order history.

STEP 7 / Order History

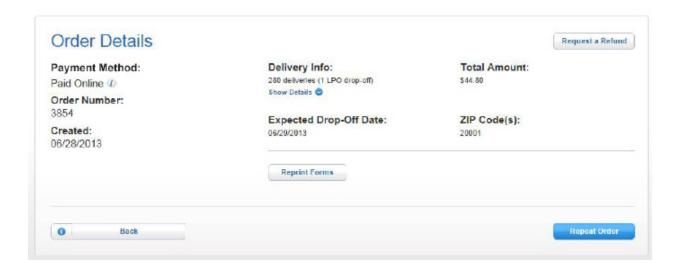
- To review your order history, select the order history link located on the top right of the screen just above the EDDM® map on the EDDM tool page.
- 2 Within the order history page, there are several columns of information about your orders:
 - · Date order was created.
 - Nickname (if given one, not required).
 - · Search term for saved order.
 - Number of pieces in order.
 - Total amount.
 - · Payment Method.



- To print, export, or remove orders, select the box in the far left column of the order. Then select the [Print], [Export], or [Remove] buttons at the bottom left of page.
- To view the details of a specific order, select the view details link in the far right column of that order.

5 Within the order details page you will find:

- Payment Method.
- Nickname of order (if given one).
- Order number.
- Date order was created.
- Delivery information: Shows the number of deliveries and local Post Office™ drop-offs of each order.
- Drop-off date.
- Total amount.
- ZIP Code(s).
- Option to reprint forms.



6 See the status of an order segment

select the [Show Details] button below the delivery Info details. This will show you the status of each order segment.

7 To repeat an order,

select the [Repeat Order] button at bottom right of page. This will take you to the EDDM® Tool page with your order's routes already pre-selected.

8 To request a refund,

select the [Request Refund] button at the top right of the page. Once selected, you will be prompted to select what individual Post Office(s) from your order you would like a refund from.

Each selection provides cost and amount of deliveries associated with each post office. Once selection(s) are made, select the [Submit Request] button. This process can only be made for orders that were EDDM – Retail® Orders that were paid for online.

9 To cancel an order,

select the cancel order button on the right side of the order details page. Canceling an order automatically updates your daily allowable volume. This process can only be made for orders that were paid for at a local Post Office.

10 To cancel delivery segment,

select the [Show Details] button below the deliveries info area. Select the [Cancel Drop-Off] button next to the delivery segment that you would like to cancel and confirm its removal.

