

Customer Growth Incentive

Royal Mail Wholesale



What is the promotion?

It's for you to test new markets and marketing approaches or supplement your multi-media campaign

It's easy!

- You send between 20,000 and 1 million extra items
- Once we've verified your qualifying incremental volumes, we give you a postage credit of 2.5p per item on your new incremental mail

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Why would you be interested?

Well here's some advertising industry feedback

“ A 10% decrease in mailing costs would work well with cold mailings to gain greater penetration into a customer base ”

“ Would be a good test for some customers to try something new – ROI etc.”

“ A promotion like this would be something that I would be interested and happy to participate in. ”

“ This will be very well received. 2.5p will make a big difference to customers..... Wholesale customers have been asking for this type of promotion for years ”

How do you qualify to use it?

Step 1

New incremental letter volumes between 20,000 and 1million items in one campaign

Step 2

Be able to mail from 26th May to 31st July 2015

Step 3

Be able to spot a great opportunity to grow your sales and demonstrate how you've done it

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7 ways it could work for you

You could test.....

1

...new sources of data for example new look alike data or life stage trigger data

2

... the introduction of a new programme to your most valuable customers to test loyalty and up trade

3

... new retention activity to establish effects on customer churn rates or ability to drive frequency and value of consumer purchase

4

... a new campaign - for example a new pack test against a challenger or use mail to support a product or service launch

5

... a new audience to establish purchase propensity and response – this could be a new geographic region or audience demographic

6

... customer re-activation with a mailing to lapsed customers

7

... the effect introducing mail has on your media plan

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5 Fabulous Benefits of Using Mail

Your business could move forward with these benefits:

Identify new target audiences

Positively affect the ROI you currently achieve

Optimise future mailings by challenging your current DM pack

Get new test and learn insight to inform your future marketing strategies

Establish new way to promote and increase existing customer loyalty and consumer value

Private Life of Mail Research

A snapshot of our latest research shows:

- Adults read their mail on average for 22 minutes a day ¹
- Total ROI increased 12% when mail was included in the mix ²
- Adding mail to the mix opens up new responsive audiences ³



- Campaigns including mail were 27% more likely to deliver top-ranking sales performance, 40% more likely to deliver top-ranking customer acquisition levels ⁴

Sources:

1. Source: IPA Touchpoints 5 (Data based on Monday – Saturday morning); Royal Mail MarketReach, Media Moments, Trinity McQueen, 2013

2. Source: Royal Mail MarketReach, BrandScience 2014; advertiser cases including mail versus cases without mail

3. Source: Royal Mail MarketReach, Mail and Digital Part 1, Quadrangle, 2013

4. Royal Mail MarketReach, IPA Databank Meta-Analysis, Peter Field, 2013



Here's what you need to do next

1. Send an application downloaded from the Royal Mail Wholesale website, demonstrating your incremental mailing
2. You'll also need to provide some other information, which can include the following:
 - Mailing Plans before and after the announcement of the promotion, highlighting the incremental mailing; and
 - Dated internal company email trails showing the decision-making process for agreeing the incremental mailing;
 - Details of what you're testing for and how you'll measure it – goals, KPI's etc.
3. Make sure your posted volumes are visible in DocketHub

Full Terms and Conditions are available on the Royal Mail Wholesale website

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And Finally...

This great opportunity is limited, so don't forget, it's "first come, first served" and

apply today!

For more information visit the [Royal Mail Wholesale website](#)

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