Royal Mail Mailmark®

PDF Report User Guide

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1.0

Royal Mail

Contents

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1. Introduction

1. Overview

Royal Mail has developed a solution whereby we will provide, upon request, Mailmark® customers with details of the performance of their mailings through provision of a PDF file.

Those customers wishing to receive item level data should request this separately. Data will be provided in a variable length file, in a format known as CSV (Comma-Separated Variable length) with a header record giving a name to each field.   Software, purchased or developed in-house, can be tailored to provide performance detail at item level for all items listed on an eManifest.

2. Purpose

This document is to provide customers and interested parties guidance on:
- requesting Mailmark PDF reports,
- understanding those reports and
- identifying opportunities to collate reports through an existing common Participant ID.

3. Intended Audience:
- any customer who wishes to receive performance reports for live and historic mailings or,
- any Mailmark user.

4. Important clarifications
- These PDF files have no interactive links or features.
- The information within the reports mirrors that displayed previously through www.royalmail.com and www.royalmailwholesale.com

2. Process for requesting access to reports

The process below outlines how to request, and access, a daily PDF extract of your reports.

The process is as follows:

1. **Request Mailmark PDF reports from Royal Mail.**
    Customer (Mailmark User) contacts mailmark@royalmail.com and provides;
    a. Mailmark Participant ID(s) and Participant Name(s)
    b. Company / Business name
    c. Contact details including name, email address, contact number, job title
    d. Confirmation that the email address provided has been registered on www.royalmail.com as a business user

2. **Royal Mail will validate the request by checking:**
    a. The company name is linked to the Participant ID for which PDF reports have been requested
    b. The user name (email address) provided is linked to the Participant ID

3. **Royal Mail will action the request.**

4. **Royal Mail will notifiy the customer when set-up has been completed.**

Please note:
1. The set-up process can take two working days.
2. If the User is not registered on www.royalmail.com as a business user the request cannot be actioned.
3. The Bill Payer in a Supply Chain still has the option to request restricted access to report information for the other Participants.
4. Customers will continue to see information for all Supply Chains, unless the Bill Payer advises otherwise, they are part of.
5. It is strongly recommended that prior to accessing your PDF reports or in the event of data not showing, you clear your cache / browsing history.

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3. Accessing Reports

PDF reports can be accessed via www.royalmail.com by users linked to their Mailmark Participant.

1. Go to **www.royalmail.com**
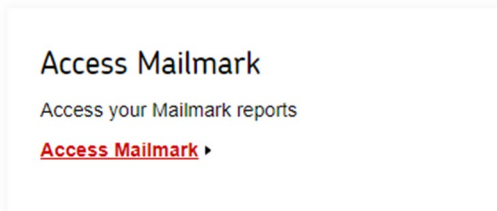2. Select **'Log in'** at the top right

3. **Enter the email address** which is as below and click 'Log in'
   a. registered as a business user on this portal
   b. linked to the Mailmark Participant ID
4. Go to **My Account**
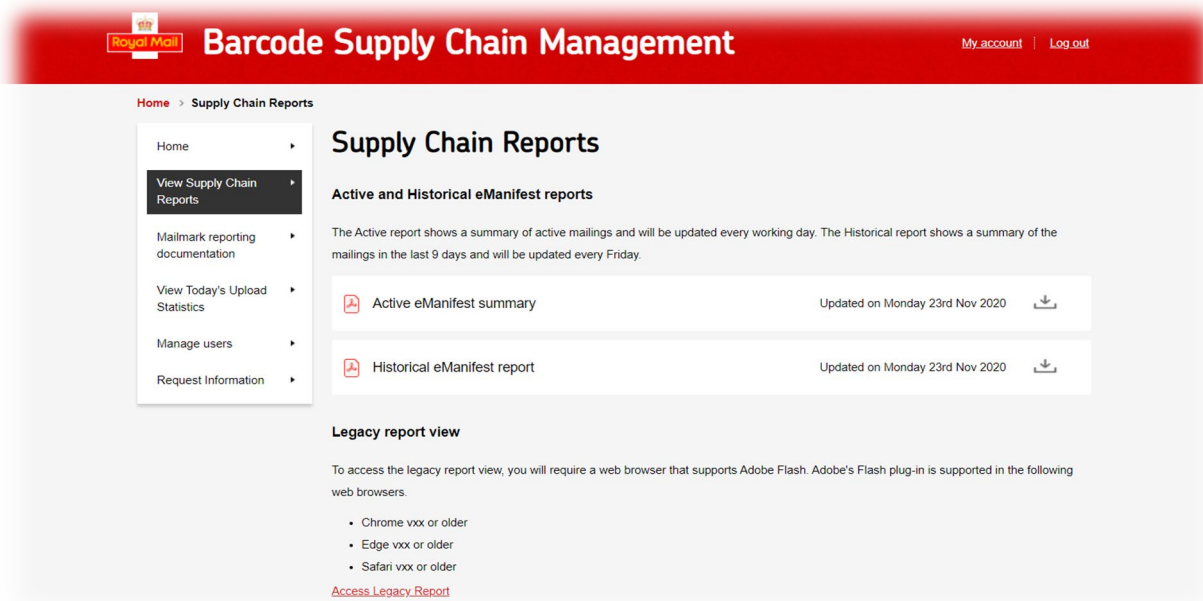

5. Select **Access Mailmark** and click on the hyperlink

6. Your **Report page** will be visible

7. Select **View Supply Chain Reports** on the left hand menu

8. You have the option to select **two PDF report types**;
   a. **Active** – this is for postings which have been uploaded within the last 5 days.
   b. **Historic** – this is for postings whose eManifests have closed within the previous 9 days but are no older than 14 days.

Additional information:
Mailmark reporting documentation: This section will give you access to User Guides.
View Today's Upload statistics: This will show the eManifests uploaded in the previous 48 hours.
Manage Users: The primary Mailmark report user can add or remove users.
Request information: An online form can be completed with any queries and a response will be received from the Mailmark team.
Legacy reports: These will be available until 31st December 2020.

4. PDF Report overview

Reports available

The data will be provided through two reports.

1. **Active – these are your open eManifests**
   These are live mailings with a handover date within the last 5 days.
   All users will be presented with a static report with a pie chart which provides a visual summary detailing successful mailings, mailings with issues and mailings with significant issues.
   The user will be further able to view Predicted delivery, Volume & Performance metrics for active customer eManifests.

2. **Historic – these are your closed eManifests**
   These provide 9 days of historic data.
   This reports shows a summary for mailings which have been handed over later than 5 days and within the last 14 days.

Frequency

1. **Active**
   Daily on Monday to Saturday.
2. **Historic**
   Weekly on a Friday.

Considerations:

1. The 'Handover' date is the day on the eManifest which is the date Royal Mail receives the mail from the customer.
2. Mailmark data is from data sourced Monday to Saturday.
3. Reports received on a Monday will include data from Saturday and Sunday.
4. Public Holidays / Bank Holidays are not classed as working days.
5. Each version of the active reports will be a snapshot of the previous 24 hours of cumulative data.
6. When viewing historic reports, on a Sunday data will be available up to Friday. Reports viewed on a Saturday will not be available until the Monday.
7. PDFs should be downloaded and stored by the recipient as will be removed.
   Summary Reports removed the following day, Historic reports removed weekly.
   If mail has been handed over between 14 and 90 days of the handover date, by exceptional request a request can be made to your Royal Mail Account Manager to provide data, if available.

5. Daily – Active Summary report

Report breakdown for the Mailmark Active Summary Report

There will be four sections of reporting:

1. **eManifest Summary**
2. **eManifest Details**
3. **Potential UnManifested Report**
4. **Advertising Mail (Admail) Report**

1. eManifest Summary tab

The recipeint will receive a static report with a pie chart which provides a visual summary of their mailings.

- The pie chart details a high level overview of whether a mailing has had issues or not.
  - o **Green** indicates mailings are successful with no issues.
  - o **Amber** indicates that there are issues which should be looked at.
  - o **Red** indicates significant issues.
- The user will be able to view Predicted delivery, Volume & Performance metrics for the active eManifests.

| eMANIFEST SUMMARY TAB – full view	
	This report provides information on the overall performance of your active mailings for the handover date indicated on the PDF. **Summary of all eManifests** The Red, Amber, Green split, gives visibility, as a %, of the overall performance of your combined Supply Chains and eManifests. **Volume indicators** The vertical graphic show the overall volume of mail declared, seen and processed for the combined Supply Chains. **Performance indicators** The horizontal graphic shows the number of items by category which have issues either with the data, format, product chosen or item ID's uploaded. **Predicted Delivery indicators** The last pie chart shows you, for the items seen, what the expected delivery pattern is. This includes items being delivered on time, items seen but for which there is no final track detail and those items seen, and processed, late.

SUMMARY

12.5 %

87.5 %
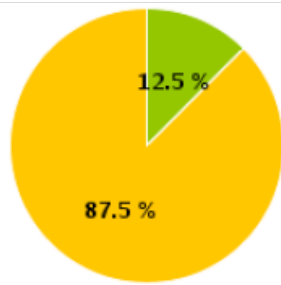
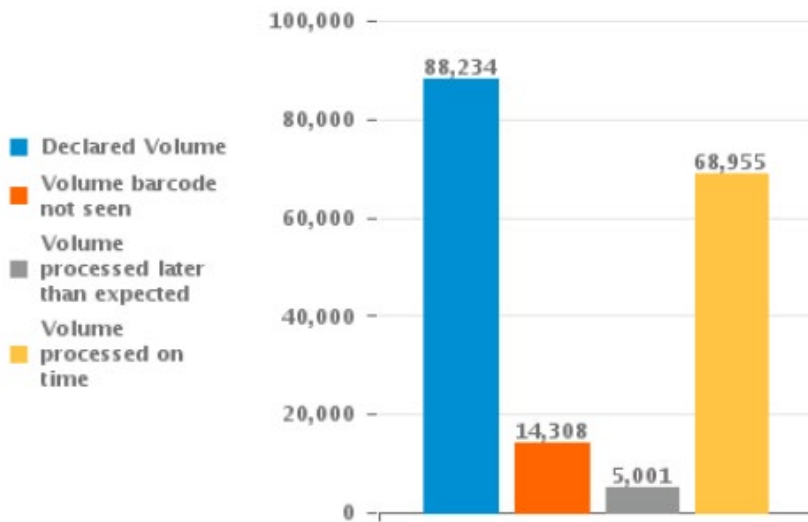Successful Mailings — Some Minor Errors — Multiple or Significat Errors

Green The % of your mailings which had no processing or performance issues.
Amber The % of your mailings which may have had some issues but not to the extent that adjustments are likely.
Red The % of your mailings which require some attention as there were processing or performance issues.

VOLUME INDICATORS

Overall Volume

- Declared Volume
- Volume barcode not seen
- Volume processed later than expected
- Volume processed on time

88,234

14,308

5,001

68,955

Declared volume:
What has been declared on the eManifests
Volume barcode not seen:
This includes the number of items we did not see/barcodes we did not read on our automation.
Volume processed later than expected:
The mail was handed over to time but was not processed as expected.
Volume processed on time:
Ttems processed as expected for the service used.

PERFORMANCE INDICATORS

Overall Performance

- Data Quality
- Missorts
- Class / Format
- Volume Discrepancies

35
8
202
6,178
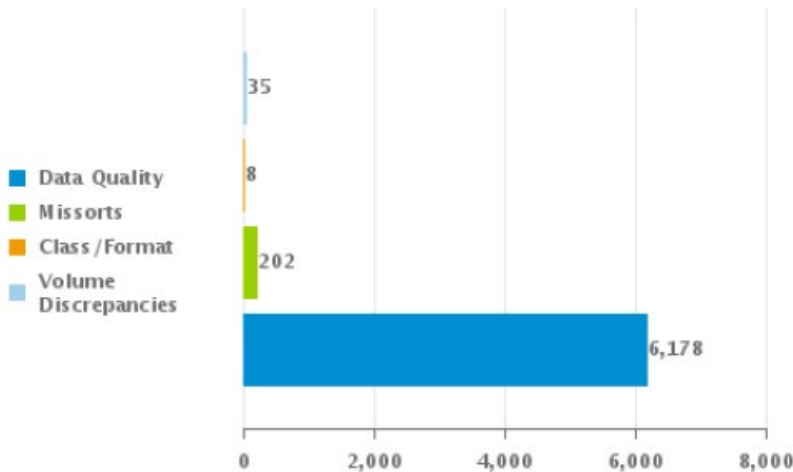
Data Quality:
The Delivery Address postcode and / or Delivery Point Suffix information not meeting PAF standards.
Missorts:
The number of items first seen at the incorrect Mail Centre
Class / Format:
The class indicator and/or the item dimensions do not correlate to the fields in the eManifest
Volume discrepancies:
More items have been seen than were listed on the eManifest(s)

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PREDICTED DELIVERY

0.05 %

0 %

90.43 %

Processed on time delivered on time

In Progress

Processed later delivered on time

Processed on time delivered late

Processed later delivered late

Cannot Predict

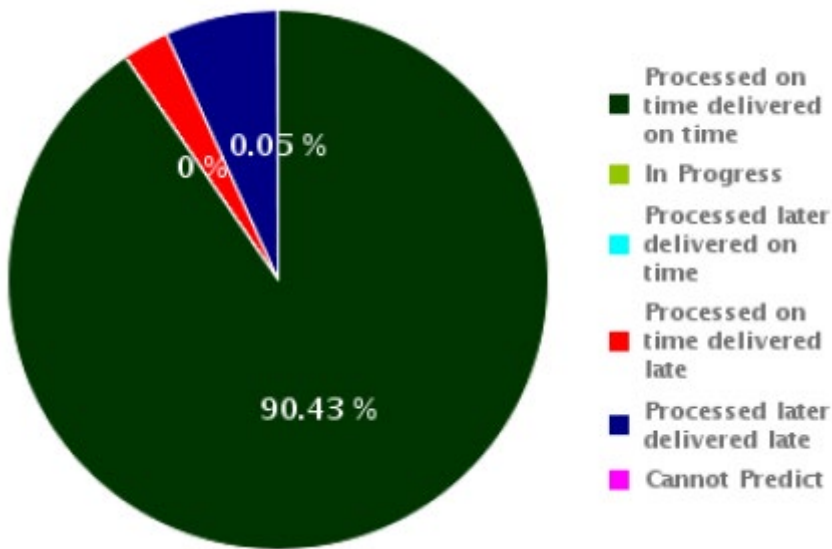Each time a barcode is read on our automation, these delivery stats are updated the following day. The items will either be: due for delivery as expected; have been seen later than expected but still delivered on time; been seen later than expected and not managed to be delivered to time or have been seen but have not had a record of their final machine sort.

2. eManifest Details Tab

The table provided in the report shows information for active mailings, details are listed by Handover Date and eManifest ID. Each posting is shown as having Red, Amber or Green status.

eMANIFEST DETAILS

EMANIFEST DETAILS   **DATE: 05 DEC 2020**

Handover Date	Date Submitted	RAG Status	eManifest ID	Supply Chain ID	Supply Chain Name	Campaign Name	Job Name	Day No.	Volume Declared	Volume Not Seen	Volume Not seen Not expected to be seen	Missorts
1/12/2020	30/11/2020	Amber	100001	1000001	Customer 12345	Campaign 1		5/5	4,002	9	0	0
1/12/2020	1/12/2020	Amber	100002	1000002	Customer 12345	Campaign 2		5/5	5,500	165	0	58
2/12/2020	1/12/2020	Green	100003	1000003	Customer 12345	Campaign 3		4/5	4,002	16	0	0
2/12/2020	2/12/2020	Amber	100004	1000004	Customer 12345	Campaign 4		4/5	13,000	132	0	129

Please note: eManifests will be separated by Campaign name.
If you have a single eManifest with multiple Campaign names within, these will be shown on separate lines with each individual Campaign's performance data.

The tab for the eManifest includes:
- Handover Date
- Date Submitted
- RAG status
- Emanifest ID
- Supply Chain name
- Campaign name
- Job name
- Day no.
- Volume Declared
- Volume Not Seen
- Volume not seen expected to be seen
- Missorts

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3. Potential UnManifested Summary Tab

This report is key to supporting the correct upload of data files. If this used while the posting is live there is opportunity for the unManifested items to be uploaded. Providing the data file and items are both within the 5 day window of the handover date, data reconciliation will occur.

UNMANIFESTED SUMMARY DETAILS

POTENTIAL UNMANIFESTED   **DATE: 05 DEC 2020**

The potential unmanifested report shows the number of items that we have seen that are not currently linked to an eManifest.

Supply Chain ID	Supply Chain Name	Date Seen	Mail Producer	Bill Payer	Unmanifested Letter	Unmanifested Large Letter	Total Unmanifested Volume
1000000	Customer 12345	04/12/2020	Mail Producer 1	Bill Payer 1	806	1	807
1000001	Customer 12345	04/12/2020	Mail Producer 1	Bill Payer 1	806	1	807
1000002	Customer 12345	02/12/2020	Mail Producer 1	Bill Payer 1	553	0	553
1000003	Customer 12345	02/12/2020	Mail Producer 1	Bill Payer 1	553	0	553

The table for the UnManifested Summary report includes:

- Supply Chain ID
- Supply Chain name
- Date Seen
- Mail Producer
- Bill Payer
- Unmanifested Letter
- Unmanifested Large Letter
- Total Unmanifested volume

4. Ad Mail Summary Report

This report shows the detials of those Supply Chain's whom have opted for Advertising Mail and Royal Mail is expecting to see an Advertising seed item .

SUMMARY REPORT DETAILS

ADMAIL REPORT   **DATE: 05 DEC 2020**

The Advertising seed report shows a list of Supply Chains where Royal Mail is expecting to see an advertising seed.

Supply Chain ID	Supply Chain Name
1000009	Customer 12345
1000010	Customer 12345

The details within this report include:

- Supply Chain ID
- Supply Chain name

6. Weekly – Historic Summary Report

Report breakdown for the Mailmark Historic Summary Report

There will be two sections of reporting providing 9 days of historic data

1. **eManifest Summary**

The recipient will receive a static report with a pie chart which provides a visual summary of their mailings.

- The pie chart details a high level overview of whether the mailings for the date range had issues or not.
  - Green indicates mailings are successful with no issues.
  - Amber indicates that there are issues which should be looked at.
  - Red indicates significant issues.

2. **eManifest Details**

All users will be presented with a static report with a pie chart which provides a visual summary of the participant mailings which details the successful mailings/Mailings with issues/Mailings with significant issues. The user will be further able to view Predicted delivery, Volume & Performance metrics for the active eManifests for a customer.

1. eManifest Summary Tab

eMANIFEST SUMMARY TAB – full view

This report provides information on the overall performance of your mailings for the period of 9 days as indicated on the eManifest header.

Summary of all eManifests
The Red, Amber, Green split, gives visibility, as a %, of the overall historic performance of your combined Supply Chains and eManifests.
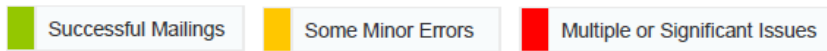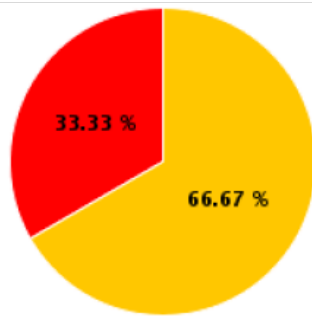
Volume indicators
The vertical graphic show the overall volume of mail declared, seen and processed for the combined Supply Chains during the date range.

Performance indicators
The horizontal graphic shows the number of items by category which had issues either with the data, format, product chosen or item ID's uploaded.

Predicted Delivery indicators
The last pie chart shows you, for the items seen, what the expected delivery pattern was. This includes items being delivered on time, items seen but for which there was no final track detail and those items seen, and processed, late.

SUMMARY

33.33 %

66.67 %

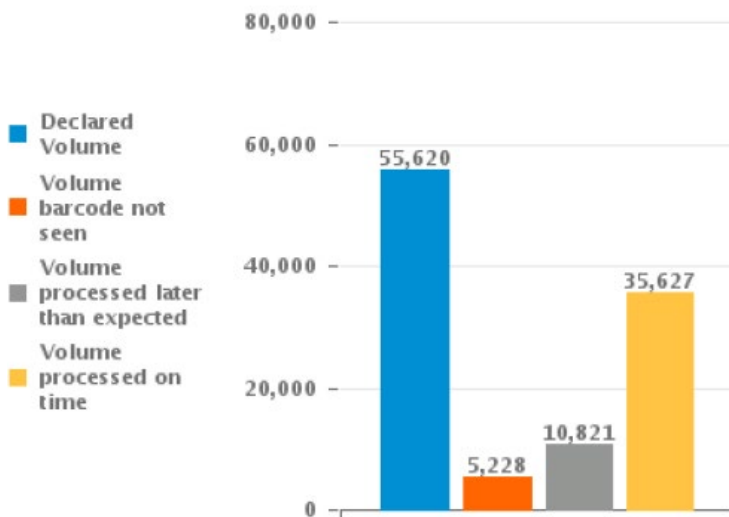Successful Mailings   Some Minor Errors   Multiple or Significant Issues

Green The % of your mailings which had no processing or performance issues.
Amber The % of your mailings which may have had some issues but not to the extent that adjustments are likely.
Red The % of your mailings which require some attention as there were processing or performance issues.

VOLUME INDICATORS

Overall Volume

- Declared Volume
- Volume barcode not seen
- Volume processed later than expected
- Volume processed on time

55,620

5,228   10,821   35,627

Declared volume:
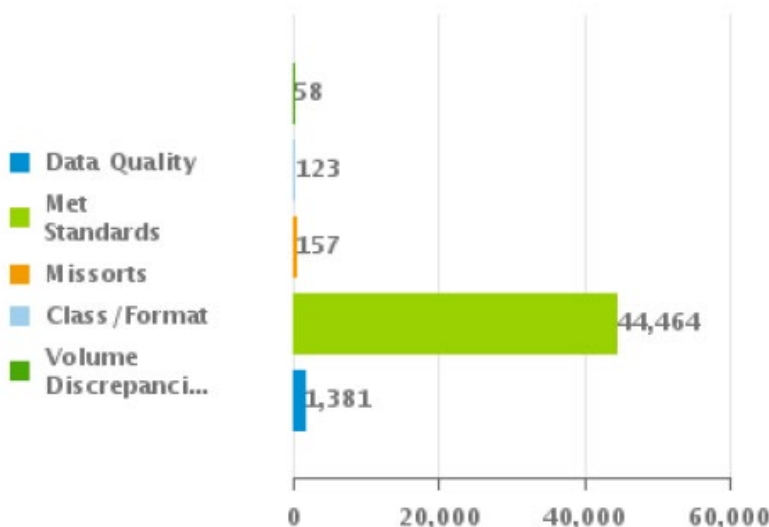What was declared on the eManifests.
Volume barcode not seen:
This includes the number of items we did not see/barcodes we did not read on our automation.
Volume processed later than expected:
The mail which was handed over to time but was not processed as expected.
Volume processed on time:
Items processed as expected for the service used.

PERFORMANCE INDICATORS

Overall Performance

- Data Quality
- Met Standards
- Missorts
- Class / Format
- Volume Discrepanci...

58
123
157
44,464
1,381

Data Quality:
The Delivery Address postcode and / or Delivery Point Suffix information not meeting PAF standards.
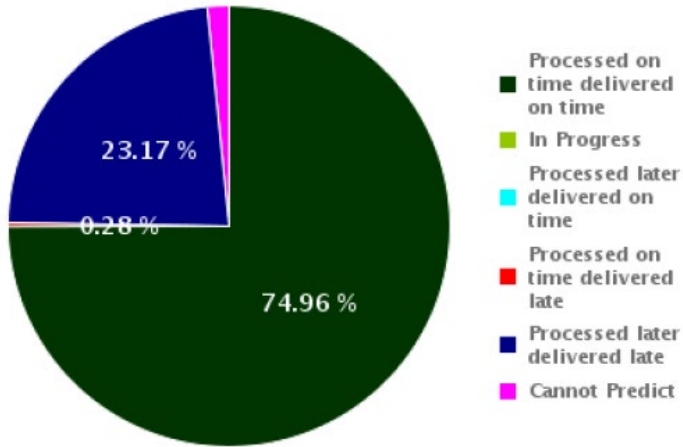**Met standards:**
There were no issues with the mailing.
Missorts:
The number of items first seen at an incorrect Mail Centre.
Volume discrepancies:
More items were seen than were listed on the eManifest(s).
Class / Format:
The class indicator and/or the item dimensions which did not correlate to the fields in the eManifest.

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PREDICTED DELIVERY

Predicted Delivery

- 23.17 %
- 0.28 %
- 74.96 %

Legend:
- Processed on time delivered on time
- In Progress
- Processed later delivered on time
- Processed on time delivered late
- Processed later delivered late
- Cannot Predict

The data shows the final performance metrics for the mail seen.
The items were either: due for delivery as expected; were seen later than expected but still delivered on time; seen later than expected and not managed to be delivered to time or were seen but there is no record of their final machine sort.

2. eManifest Details Tab

The table provided in the report shows information for historic mailings.
Details are listed by Handover Date and eManifest ID.
Each posting is shown as having Red, Amber or Green status as defined by the performance when the eManifest closed.

eMANIFEST DETAILS

Royal Mail — EMANIFEST DETAILS — Date: 19 NOV 2020 To 27 NOV 2020

Handover Date	Date Submitted	RAG Status	eManifest ID	Supply Chain Name	Campaign Name	Job Name	Volume Declared	Volume Not Seen	Volume Not seen Not expected to be seen	Missorts
19/11/2020	18/11/2020	Amber	100006	Customer1	Campaign 1		4,022	3,156	6	0
21/11/2020	19/11/2020	Red	100005	Customer2	Campaign 2		4,868	410	44	1
25/11/2020	24/11/2020	Amber	100004	Customer3	Campaign 3		8,363	928	0	0
27/11/2020	26/11/2020	Amber	100003	Customer4	Campaign 4		19,217	100	2,475	4
27/11/2020	26/11/2020	Amber	100002	Customer5	Campaign 5		18,624	109	1,478	152

The tab for the eManifest includes:
- Handover Date
- Date Submitted
- RAG status
- Emanifest ID
- Supply Chain name
- Campaign name
- Job name
- Day no.
- Volume Declared
- Volume Not Seen
- Volume not seen expected to be seen
- Missorts
- Supply Chain name

7. Report amalgamation for Participant IDs

Reports are provided at single Participant ID level.

If you have multiple Participant ID's there are two scenarios which your report viewing would fall under:

1. You have a common Participant ID used throughout all your Supply Chains.
    For example, you could save time by simply accessing your reports through the common Participant ID;
    -   you are a client and have multiple magazine titles which have been set up as individual Participants but all your titles are mailed on one account or,
    -   you have multiple departments which are linked through a few Participant IDs
    -   you are a mailing house or Network Access contract holder and use the same Participant ID for all your clients

2. You don't have any common Participant ID's.
    You will receive individual reports for each Participant you have created. This will enable you to continue to differentiate the performance of each unique ID you have set up.

8. Support

Your contacts remain as current for any queries around your reporting or mailing performance.

Retail customers please contact your dedicated Account Manager or team.
Mailing Houses and **Mail Producers** please contact your personal Mailing House team.
Network Access end clients, please contact your Network Access provider.
Network Access Contract holders please contact your Account Director.

Royal Mail Mailmark®