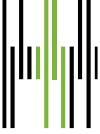


Advertising Mail
Test and
Innovation
Scheme





Advertising Mail Test and Innovation Scheme



Advertising customers earn postage credits worth up to 15% discount off eligible mailings that test a new use of mail or test innovative developments to existing mail campaigns

How it works

Customers either test using mail for a purpose they have not tried before or test innovative changes to existing mail to improve its performance

Customers apply to Royal Mail, detailing the test that they wish to run. This can be a one-off mailing or a series of mailings for a period of up to 6 months

At the end of the incentive period customers send a postage credit application. Royal Mail verifies the details and pays the customer postage credits that the customer can use to pay for future mailings.

Examples of previous approved tests

- A company used the incentive to target a new audience of 300,000 prospects. The direct mail campaign offered the prospects a superior service in areas where their competitors offer similar services
- A large company used the incentive to mail 80,000 customers a collaborative offer in conjunction with a company from a different sector who offers complimentary products and services.
- A family run business trading online used the incentive to try out a new mailing with the objective of increasing sales from their 230,000 online customers



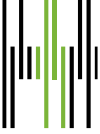
Postage Credit Rates (per item)

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Test type	Standard Rate	Higher Rate
Standard Tests	10%	NA
Exceptional Tests	NA	15%

For our full list of postage credit rates and eligible services, visit www.royalmailwholesale.com/testing

Tests that qualify as 'Exceptional'	Criteria
New mailings	A new use of mail that has not been tried before; or the extension of an existing use of mail to reach a new audience
Increase in postage costs	The test results in an increase to postage costs due to heavier weights or testing large letter format
Major change to existing mailpacks	Radical overhaul of content
Emerging Technology	Tests that include the use of emerging technology as determined by Royal Mail



Postage Credit Rates (per item)



- Complete the application form and send to incentives@thedeliverygroup.co.uk
- Apply at least two weeks before the first date of posting.
- Provide a full description of the test by completing all sections of the form to ensure a fast decision is made.
- Please direct any queries or changes to your application by emailing incentives@thedeliverygroup.co.uk

Let's work together.

The Delivery Group

Unit 2

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