

Every Door Direct Mail (EDDM) Program

how our EDDM program works:

EDGE AND NON-EDGE SOFTWARE USERS

Page Location

Directions

01
STEP



GO TO THE DRIVERETAIL.COM WEBSITE HOME PAGE:

- Click "Products" tab at top navigation bar and select "EVERY DOOR DIRECT MAIL MARKETING" category.
- Preview hundreds of professionally designed mailers from 24+ categories and select the mailer you want sent to specific Postal Carrier Routes
- From the Product Page of the mailer you selected, click "EVERY DOOR DIRECT" underneath the "ACQUISITION" icon

EVERY DOOR DIRECT Select zip codes and postal routes in neighborhoods near your store and send this direct mailer

02
STEP



ON THE ONLINE POST OFFICE PAGE:

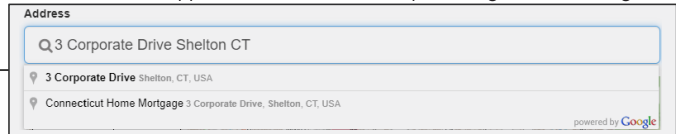
- Enter your Edge ID or Program Key issued to you upon completion of your store registration
- Enter Direct Mailer Contact Details including your Call-to-Action (Promotional Offer and Disclaimer)
- Select Postage "EDDM Service" and click on ? for estimated delivery times
- Click "I Agree" to be redirected to our geo-targeting tool

03
STEP



SELECT "GENERATE AN EDDM LIST" TO GO TO GEO-TARGETING PAGE:

- Under "Address" enter your store address in search bar
- Click your store address that will appear as a validated address in the drop-down menu
- Click on the map to select the Postal Carrier Routes (highlighted in red) you would like a mailer to be delivered to every mailbox in that route. Note in upper left corner of the map the Avg. HH Size, Avg. HH Income, and Median Age of each Carrier Route



04
STEP



- The Postal Carrier Routes you selected in red on the map will appear in the upper right corner
- To "deselect" a route, simply click the red X in the carrier route box
- The "Total Counts" of the Postal Carrier Routes you selected will appear underneath the map
- Deselect "Business Deliveries" to stop delivery of your mailers to the businesses located within each route
- Click "Next"

| Routes | Residential Deliveries | Business Deliveries | Total Deliveries |
|--------|------------------------|---------------------|------------------|
| 5 | 2,344 | 504 | 2,344 |

05
STEP



DATA QUALITY OPTIONS PAGE:

- Data Quality Options have been pre-selected, so do NOT change
- Click "Next"

REVIEW OPTIONS PAGE:

- This page allows you to simply review all of your options selected
- Click "Next"

06
STEP



PAYMENT PAGE:

- Please note you will be making a "Payment in Full" for your EDDM order (Data Quality + Printing + Mailing Service to Your Customers) - no other charges will be applied to your order
- Click a payment option (PayPal, PayPal Credit, or Debit/Credit Card) and enter your credit card information

