

So You're Considering Every Door Direct Mail...

Every Door Direct Mail® (EDDM®) is a very powerful marketing/advertising mailing program that the U.S. Postal Service (USPS) introduced in 2011. By mailing to “every door” within one or more neighborhoods and in one or more ZIP codes, EDDM has the potential to help you reach very targeted areas for lower postage costs.

What are the options?

The USPS® offers two levels of EDDM®, a “Retail” and a “Bulk or Bulk Mail Extended Unit (BMEU)” service. The retail service limits you to 5,000 pieces of mail per day, a piece weight not to exceed 3.3 ounces and the mailing must be delivered to the post office that will deliver your mail. The BMEU service allows greater flexibility, quantity, weight and which post office you use.

What type of business could benefit from the use of EDDM?

EDDM can be helpful to any retail or service-oriented businesses.