

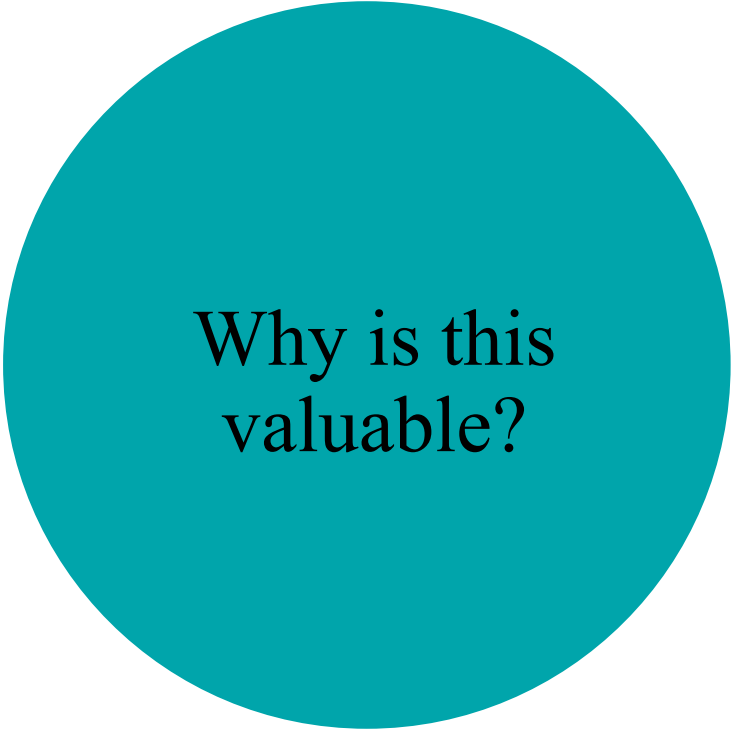


Using Every  
Door Direct  
Mail



## What Is Every Door Direct Mail® Service?

Every Door Direct Mail® is a service provided by the United States Postal Service that lets you target specific mail carrier routes and send a mail piece (called a flat mailer) to every residential household along the route.




Why is this  
valuable?

As a local business, the task of getting your message out there can seem overwhelming. Every Door Direct Mail® (EDDM®) is a very cost-effective way to market locally.





# *Steps For Success*

- Find a print shop to coordinate your EDDM campaign
  - Design your mail piece
  - Select your route(s) that fit your budget
- 



Here are some best practices to help you create a killer EDDM® campaign:

- Use a large mailer format.
- Use a special stock or finishing effect.
- Make sure your headline is large and demands attention.



- Use great photos or illustrations.
- Make the mailer interactive.
- Make your call to action easy to follow. Track your EDDM® success.

# Choosing your Target Audience



## Every Door Direct Mail®

Select Routes / Find a Printer / Using EDDM

### Step 1: Search for Routes

Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.

Search for Routes

06260



Mailpiece Size Checker

### Refine Search

View as: [Map](#) [Table](#)

Route	Residential	Business	Total	Age: 25-34	Size	Income	Cost
06260-R001	599	57	656	8.2%	2.46ppl	\$ 70.96k	\$131.20

### Order Summary

Selected Routes

0

[Post Office™ Drop-Offs](#)

0

Total Mailpieces

0

Approximate Cost ⓘ

\$0.00

Feedback

# Every Door Direct Mail®

Select Routes / Find a Printer / Using EDDM

## Step 1: Search for Routes

Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.

Search for Routes

06260

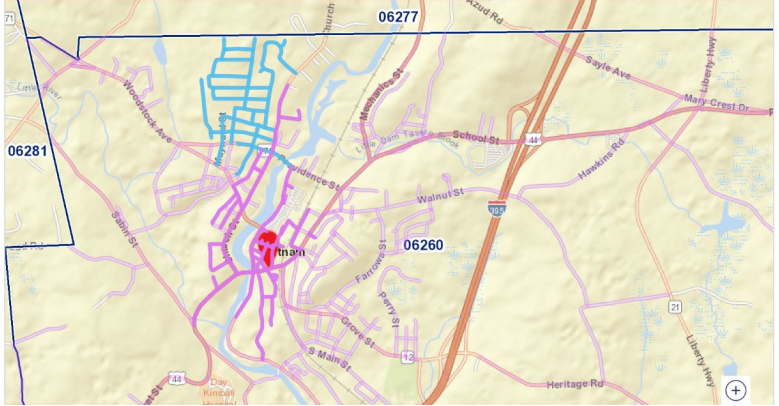
Search

Clear



Refine Search View as: Map Table

Route	Residential	Business	Total	Age: 25-34	Size	Income	Cost
06260-C003	334	128	462	12.3%	2.12ppl	\$ 38.16k	\$92.40



### Order Summary

Selected Routes  
1

[Post Office™ Drop-Offs](#)  
1

Total Mailpieces  
447

Approximate Cost ⓘ  
**\$89.40**

**Next Step**

Clear Routes

Feedback



# Every Door Direct Mail®

[Select Routes](#) / [Find a Printer](#) / [Using EDDM](#)

## Step 1: Search for Routes

Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.

Search for Routes

06260  Search Clear



### Target Audience

View as: [Map](#) [Table](#)

<input type="checkbox"/>	Route ↕	Residential ↕	Business ↕	Total	Age: 25-34 ↕	Size	Income	Cost
<input type="checkbox"/>	06260-PBOX	—	—	342	— %	—	—	\$68.40
<input type="checkbox"/>	06260-C004	437	10	447	12.8%	2.42	\$39.20k	\$89.40
<input type="checkbox"/>	06260-C001	491	8	499	17.5%	2.40	\$55.47k	\$99.80
<input type="checkbox"/>	06260-C006	490	1	491	17.8%	2.41	\$54.19k	\$98.20
<input type="checkbox"/>	06260-C002	506	46	552	17.4%	2.43	\$34.90k	\$110.40
<input type="checkbox"/>	06260-C005	464	15	479	11.8%	2.17	\$32.64k	\$95.80
<input type="checkbox"/>	06260-R002	579	72	651	10.4%	2.37	\$68.64k	\$130.20
<input type="checkbox"/>	06260-C003	334	128	462	12.3%	2.12	\$38.16k	\$92.40
<input type="checkbox"/>	06260-R001	599	57	656	8.2%	2.46	\$70.96k	\$131.20
<input type="checkbox"/>	06260-R013	266	7	273	9.2%	2.09	\$35.65k	\$54.60

### Order Summary

Selected Routes

0

[Post Office™ Drop-Offs](#)

0

Total Mailpieces

0

Approximate Cost ⓘ

**\$0.00**

Feedback

PRSRT STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM Retail

# Every Door Direct Mail

\*\*\*\*\*ECRWSS\*\*\*\*\*  
Local  
Postal Customer

PROVIDED BY



**UNITED STATES**  
**POSTAL SERVICE®**