

# ADVERTISING MAIL TEST & INNOVATION ACQUISITION INCENTIVE

67% of marketers say that mail provides the best ROI above other channels, to test that, for a limited time only, you can reach new customers while earning retrospective postage credits.

Mail new, acquisition addressed letter items using the Advertising Economy service and you can get up to 20% off the access price in retrospective credits.

## To Qualify

Send an acquisition mail campaign with a minimum of 4000 Letter Mailmark Economy mail items (maximum 500k items) through a test period of 5 months.

## Time Period

The last mail campaign posting date is the 28<sup>th</sup> March 2025 with applications being accepted until 14<sup>th</sup> March 2025.

## Uses

For when you want to try new acquisition advertising mail activity.

## Postage Credits

Format	Products Available	Weight Range	Advertising Test Incentive (TIS) %*	
			<250k Items	>250k items
Letter	Economy Advertising Mail 70 Mailmark	0-100g	20%	10%
Letter	Economy Catalogue Mail 70 Mailmark	0-100g	20%	10%

Royal Mail will support the first 250k items at a retrospective credit rate of 20% off the access price, this is to generate interest in using new data. Additionally, Royal Mail will support a further 250k items at a retrospective credit rate of 10% off the access price, this is to encourage a continued use of new data. Source: Lob Guide to Acquisition