

BUSINESS MAIL TEST & INNOVATION

If you want to try something new with your Business Mail activity, using this incentive can earn you postage discounts while you test new ideas.

Perfect if you want to innovate your direct mail strategies or test new things.

A postage credit up to 30%

To Qualify

Minimum of 4000 items.
Maximum of 10m items
(subject to RM approval).
Eligible Mailmark
items only.

Time Period

One off campaign or
a series of tests over a
period up to 6 months.
A further support extension
for up to 12 months may
be available at Royal
Mail's discretion.

Uses

Standard = testing with
existing mail streams.
Exceptional = a brand new
or incremental mailing,
increase in format size,
radical overhaul of mail pack.
Testing new technology.

Postage Credits

Format	Products Available	Weight Range	Business Mail TIS Standard discount %	Business Mail TIS Higher discount %	
			Test Period (6 months)	Test Period (first 6 months)	Roll Out Period (second 6 months)
Letter	Economy Advertising Mail 70 Mailmark	0-100g	10%	30%	10%
Large Letter	Business Mail 70 Mailmark	0-100g	10%	30%	10%
Large Letter	Business Mail 70 Mailmark	101-750g	10%	30%	10%

Postage credit rates are subject to Royal Mail's discretion and approval.
Postage credits will be awarded as discounts to the access price only and
available as a retrospective credit to use against future mail campaigns.