

Earn up to 20% in retrospective postage credits when you use direct mail to promote Retail, Travel and Charity Sectors

Royal Mail has announced an exciting new opportunity for businesses across the Retail, Travel, and Charity sectors. Starting from **3rd March 2025**, you can leverage the **Testing and Innovation Incentive (TIS)** to support incremental direct mail activity and earn **retrospective postage credits of up to 20%** for incremental volumes.

Key Incentive Details

Retail & Travel Sectors

Retail and travel direct mail campaigns capture attention and achieve impressive engagement rates, making them an excellent way to connect with your audience and drive commercial actions. In fact, **87% of consumers are influenced to make online purchases after receiving direct mail**, demonstrating its effectiveness in encouraging tangible results.

Who is it for?

Customers in Retail or Travel sectors that want to increase their Advertising or Catalogue Mail activity.

Volume Criteria

Advertising Mail: Minimum 100,000 incremental letters/large letters.

Catalogue Mail: Minimum 50,000 incremental items.

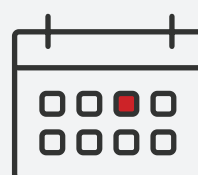
Volume Cap

Maximum 1 million items over the incentive period.

Retail & Travel Sectors Incentive Window

Applications Open: **3rd February 2025**
First Posting Date: **3rd March 2025**

Last Application Date: **28th March 2025**
Last Posting Date: **2nd May 2025**



Charity Sector

Direct Mail achieves an impressive **95% engagement rate when connecting with audiences in the charity sector**. Additionally, **26% of mail campaign items drive a commercial action**, making direct mail a highly effective channel for engaging and inspiring your audience.

Who is it for?

Charity organisations boosting their Advertising or Catalogue Mail campaigns.

Volume Criteria

Advertising Mail: Minimum 100,000 incremental letters/large letters.

Catalogue Mail: Minimum 50,000 incremental items.

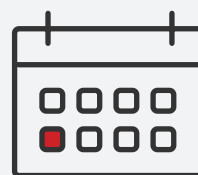
Volume Cap

Maximum 1 million items over the incentive period.

Charity Sector Incentive Window

Applications Open: **3rd February 2025**
First Posting Date: **3rd March 2025**

Last Application Date: **28th March 2025**
Last Posting Date: **30th May 2025**



Available Retrospective Credits

Format	Applicable Products	Presentation	Weight Range	% Credit
Letter	Advertising Mail 70 Mailmark	Tray	0-100g	20%
Letter	Economy Advertising Mail 70 Mailmark	Tray	0-100g	20%
Letter	Economy Catalogue Mail 70 Mailmark	Tray	0-100g	20%
Large Letter	Advertising Mail 70 Mailmark	Tray	0-100g	10%
Large Letter	Catalogue Mail 70 Mailmark	Tray	0-100g	10%
Large Letter	Catalogue Mail 70 Mailmark	Tray	101-150g	10%
Large Letter	Advertising Mail 70 Mailmark	Tray	101-750g	20%
Large Letter	Catalogue Mail 70 Mailmark	Tray	151-750g	20%

Application Tips

Providing detailed information in your application can help speed up the process. Here are some key points to include:

1. Objectives and Strategy

Explain why this activity is new or how it fits into your marketing plan.

2. Targeting Details

Share insights into your target audience and creative strategies.

3. Measurement Plan

Provide KPIs, response rate predictions, and expected ROI.

4. Baseline Volume Evidence

Show planned versus incremental volume, with director-level confirmation.

How to Apply

Complete the incentive application form at least 10 days before your planned test start date. Submit the form to your Citipost Mail Business Development Manager or Client Relationship Manager, who will coordinate directly with Royal Mail.

Here to help

If you have any questions or need assistance with your application, our team of experts is here to guide you every step of the way.

Don't miss this opportunity to boost your marketing effectiveness while earning valuable postage credits!