

New Covid-19 Back To Business Incentives

You can make huge savings sending Advertising Mail to your customers.

Since the easing of lockdown restrictions, many businesses are once again using mail to boost trading and advertising activity. To support this, two new incentives will be available from the 21st July 2020.

Under these incentives you can send incremental Advertising Mail, Responsible Mail, and Partially Addressed Mail volumes to achieve postage credits that can be redeemed against future mailings at the end of the incentive period.

The Incentives

Back to Business - This incentive is aimed at customers who are able to post a minimum of 50,000 incremental mail items per quarter.

Back to Business Extra - This incentive is targeted at customers that can commit to sending a minimum of 2.5 million incremental mail items per quarter in return for an even more discounted postage credit rate.

What you need to know

The two new Advertising Mail incentives will each run over two quarters: July to September, and October to December. To be considered for participation in the incentives, you must submit your application before the 14 August 2020 if you are applying for quarter 2, and before the 25 September 2020 if applying for quarter 3.

The posting window for the incentives quarters are:

- Quarter 2 - 21st July 2020 to the 26th September 2020
- Quarter 3 - 28th September to the 24th December 2020

You can choose to participate during Q2, Q3, or both quarters.

The incremental baseline will be calculated by comparing account mailing volumes in Q1 (April to June) in 2019 to account mailing volumes in Q1 (April to June) in 2020.

Interested?

As we have seen in the past, these types of incentives are incredibly popular. If you would like your mailings included in the 95 million item cap, please contact your Client Relationship Manager or Sales Manager quickly, who will be on hand to support you through the application process.

Discounts advertised are based on Letter pricing. Further discounts may apply to Large Letters. Subject to terms and conditions, savings will vary based on the service used. All discounts on access will only be redeemable at the end of the incentive period pending approval from Royal Mail, and will be issued in the form of postage credits that can be redeemed against future mailings.