

# Mailroom

The Official Citipost Mail Newsletter

MAY 2025



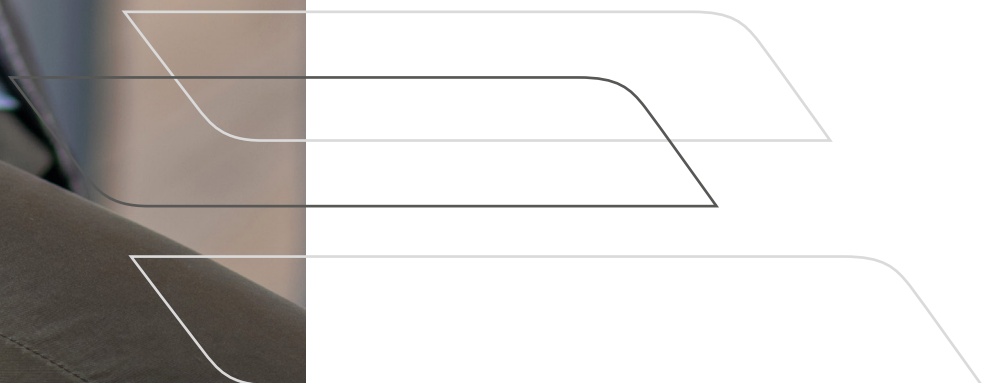
The latest industry insights  
and news from Citipost Mail

**CITIPOST MAIL**



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A Huge Welcome to Terry Boland





# 17 Years and Counting...

**Welcome to the latest edition of the Citipost Mail newsletter.**

We are in the midst of some huge changes in our industry – probably the most significant changes to mail delivery I have witnessed in my seventeen years working in direct marketing. Direct mail volumes have dropped considerably over that time, and posting brands are much more reliant on better data usage and clever targeting. Citipost Mail has adapted significantly too: we are proud to now provide our partners with an enhanced service, which can be measured by a number of things – more support with the planning and execution of campaigns, more expertise to help target the right consumers, or more value for money to gain a better return on investment.

In my ten years as Sales Director at Citipost Mail, my role has changed markedly - we now offer so much more than just mail services. My team of experienced Business Development Managers go the extra mile to support our clients through gaining a deep understanding of their goals so that they can add value at each step of their campaigns. We have extended our service offering too, to enable us to do this, and as a result our team operate much more as consultants who can work as an extension to our client's teams. I am confident that Citipost Mail can help most businesses in some way through our knowledge and understanding of the creation, targeting, and management of direct mail campaigns.

Please do contact myself or any of our Business Development team if you would like to discuss your consumer reach targets, either in the UK or overseas.

I hope you have had a great year to date.



**Chris Phillips**  
Sales Director

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**I am confident that  
Citipost Mail can help  
most businesses**



# The Universal Service Obligation



**Thanks to those of you that joined our recent webinar on the future of the universal service, and the likely changes to services that Ofcom have seemingly endorsed.**

The latest consultation period has now closed, and we have submitted our response on behalf of our customers both individually and as part of the Mail Competition Forum (MCF). We will be holding further webinars throughout this year which will be notified in the normal way, but in the meantime please contact your Client Relationship Manager, Business Development Manager, or our team via our website, if you have any questions about how the changes may affect you.

Having assessed the likely changes, here are the main points to note:

- Clients will have a choice of Priority, Standard, and Economy services.
- The Priority service will require new indicia and container labels.
- Clients who favour Standard and Economy services will be largely unaffected.
- Scheduled deliveries to households for Standard and Economy services will reduce to alternative weekdays, with deliveries no longer made to households on a Saturday.
- For any Standard delivery items that miss the target delivery window, there will be an intention to deliver those items the next day.

## Below is an updated timeline for the 2025 changes:

<b>January</b>	Ofcom announces provisional decision document.
<b>February</b>	Royal Mail Delivery Office pilots commenced.
<b>April</b>	Ofcom consultation ends.
<b>Summer</b>	Ofcom are set to release the final decision document. RM will launch their new service.
<b>Autumn</b>	RM are due to amend Access contracts to reflect changes, and implement new delivery model.

We will continue to keep all clients updated with changes as soon as anything is confirmed, and will work with you to advise the best options for your campaigns.



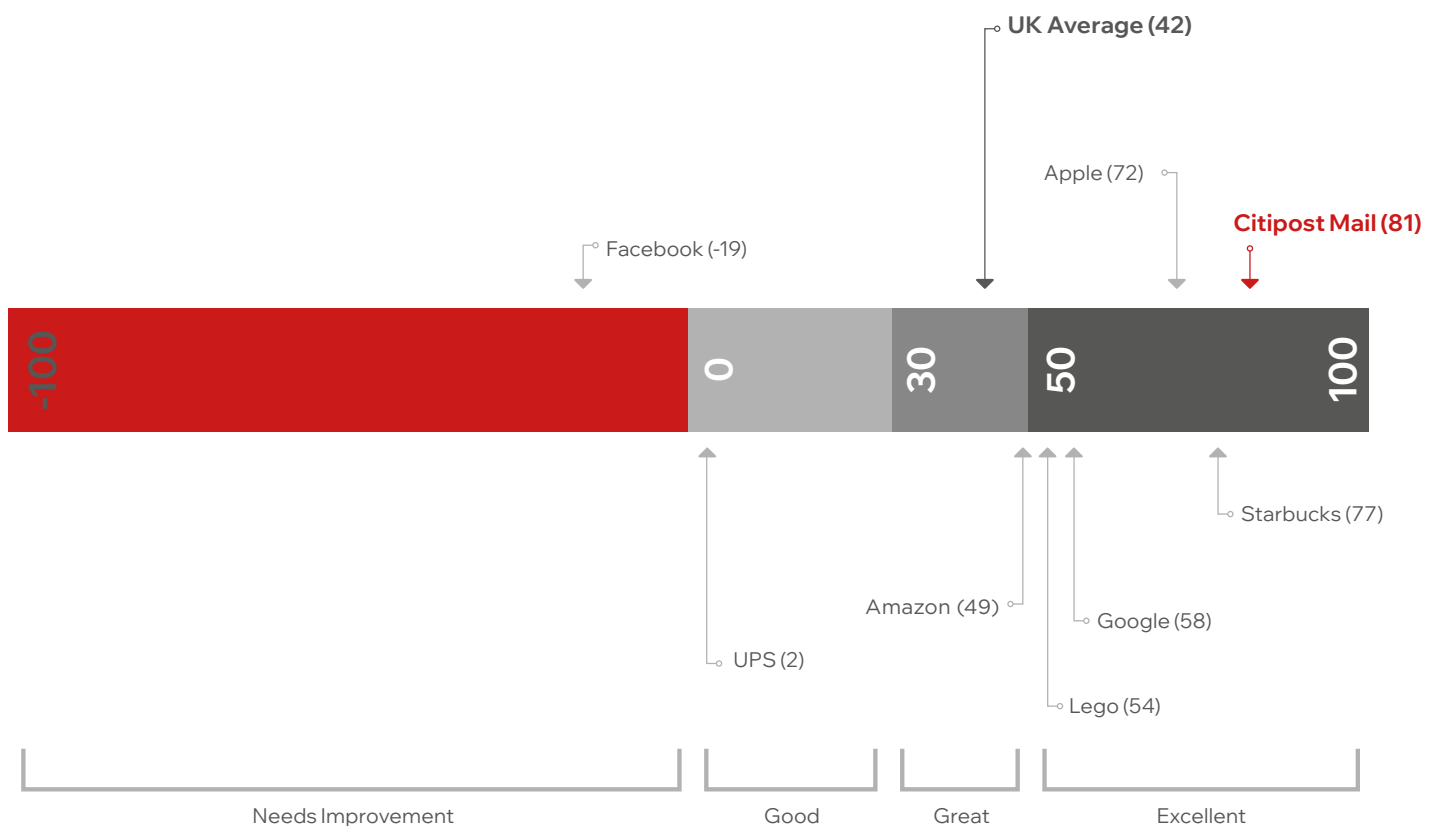
# A Journey Toward Client-Centric Excellence

**In today's business landscape, client satisfaction is more critical than ever. As we continue to enhance our services and deepen our client relationships, the Net Promoter Score (NPS) stands out as a vital tool for measuring our success.**

More than just a metric, NPS provides valuable insight into the minds of our clients, helping us understand their experiences and priorities. For those unfamiliar, the NPS is a widely used metric for measuring client loyalty. It's based on one key question: "How likely are you to recommend Citipost Mail's products and services to another business?"

**We are delighted to share some fantastic news – our latest Net Promoter Score (NPS) has increased from 76 to 81.**

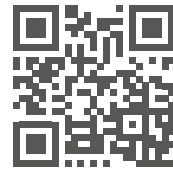
This achievement is a direct reflection of our hard work, dedication and commitment to delivering exceptional service to our clients. Thank you to all our partners who completed our survey - your feedback is integral to our continued growth.



# A New Narrative for Print

**We are continuing our vital work with the IPIA to support the 'A New Narrative for Print' campaign. As the only key sponsor from the direct mail industry, we are keen to ensure that the outputs from the research are used to drive beneficial activity.**

'A New Narrative for Print's' primary aim is to positively shift the perception of print among UK consumers and businesses. If you missed the hard copy that accompanied the November issue of this newsletter, you can still view a copy by scanning the QR code. The IPIA team have identified 50 significant influencers that talk about print in its various forms on their social media channels, webinars, and podcasts. There is a series of conversations taking place right now to explore different ways in which the benefits of print can be promoted, and we will keep you updated with progress over the coming months. Do keep an eye on our LinkedIn page where we will continue to support the **Print Made This** initiative and will repost any influencer content that we feel is relevant to our page.



Latest from the Citipost Mail Family

## Two Sides



**We are delighted to announce that we are now corporate members of Two Sides – a none-for-profit worldwide initiative promoting the unique sustainable and attractive attributes of print, paper and paper packaging.**

We are proud to join the global movement of responsible businesses committed to mitigating the impacts of climate change. Our efforts extend beyond merely meeting regulatory requirements; they are a testament to our genuine concern for the environment and our pledge to do more to minimise the impact our business has on planet.

Our dedication to sustainability as a business aligns seamlessly with the mission of Two Sides, enabling us

to effectively highlight the impressive environmental benefits of direct mail to our audience

We look forward to supporting their anti-greenwash and Love Paper campaigns reaching tens of millions of consumers in the UK. The work they do every day to challenge unsubstantiated environmental claims, and to promote paper as the essential communication medium we all know it to be, is vital to the future success of our industry.



# EcoVadis: Our Commitment to Responsibility and Sustainability

We are delighted to share some fantastic environmental news —Citipost Mail have been awarded the Silver EcoVadis Medal, an incredible upgrade from the Bronze award we achieved last year. This recognition places us within the top 15% of businesses worldwide, an achievement we are extremely proud of!

## What is EcoVadis and why is it important?

EcoVadis is the world's most trusted provider of sustainability ratings, evaluating companies across four key areas:

Environment, Labour & Human Rights, Ethics, and Sustainable Procurement. Their rigorous assessment helps businesses demonstrate their commitment to ethical and sustainable practices while driving improvements across supply chains globally.

Achieving Silver reflects our dedication to operating responsibly and sustainably, which is increasingly important not only to us but to our customers and suppliers.

We are excited to continue building on this success, striving for even greater sustainability milestones in the years ahead. Together, we are shaping a brighter future!

**SILVER | Top 15%**

**ecovadis**

Sustainability Rating

**APR 2025**



# Redefining International Mail

How Velociti is Transforming Global Distribution



**In today's fast-paced global economy, businesses face mounting challenges in managing international mail. From limited visibility to inconsistent delivery times, these hurdles can disrupt vital communications such as financial statements or legal notices. Citipost Global's innovative solution, Velociti, is rewriting the rules of global distribution, offering UK businesses a smarter, more efficient way to handle international mail.**

Velociti bridges the gap between traditional postal systems and modern expectations by combining reliability with advanced digital tools.

With milestone tracking and delivery predictability data, businesses gain unparalleled visibility from dispatch to final delivery. This transparency is not just a convenience—it's a necessity for organisations navigating regulatory compliance and operational efficiency. Whether its ensuring critical documents reach their destination on time or auditing milestone delivery performance, Velociti provides the clarity and control businesses need.

What truly sets Velociti apart is its data-driven approach. By integrating with postal authorities and carriers worldwide, it delivers actionable insights that empower businesses to refine their mailing strategies. From smarter planning to post-campaign analysis, Velociti transforms mail campaigns into a measurable, optimised processes. This intelligence not only enhances delivery performance but also reduces inefficiencies, ensuring that every mail campaign achieves its intended impact.

Furthermore, Citipost Global's Extra-Territorial Office of Exchange (ETOE) partnership with Correos, Spain's national postal provider, strengthens supply chain control and reporting capabilities. This collaboration enhances reliability and ensures that UK businesses benefit from seamless service across borders.

In an era where predictability and precision are paramount, Velociti redefines what businesses can expect from international mail. It offers not just a solution but a transformation—delivering confidence in every communication sent across the globe.

For UK businesses seeking to optimise their global mailing strategy, Velociti is the future of international mail. Say goodbye to uncertainty and hello to intelligent worldwide distribution.

[citipostglobal.co.uk](https://citipostglobal.co.uk)

**Find our more about  
our Global services:**



# New Incentives for 2025

## Maximise the value of your mail campaigns and boost ROI with the latest incentives from Royal Mail.

Royal Mail have published a new Incentive calendar, which includes 5 new time limited, incremental volume driven, Advertising Test & Innovation incentives. The Incentives Calendar offers detailed information about seasonal and key event incentives throughout the year, allowing customers to optimise their use and maximise returns on mail campaign investments.

### Incentive Calendar

The below time limited incentives are offering retrospective postage credits of up to 20% for incremental volume.

Incentive name	Posting Period	Incentive Summary
<b>Acquisition Incentive</b>	14 April 2025 - 28 March 2026	Designed for businesses aiming to acquire new customers, this incentive encourages testing mail campaigns targeting potential new audiences.
<b>Summer Incentive</b>	19 May 2025 - 1 August 2025	Encourages businesses to try new advertising mail activities for summer promotions, specifically for summer retail goods, health and beauty products, and holiday finances.
<b>Travel Essentials Incentive</b>	2 June 2025 - 29 August 2025	For mail campaigns promoting "travel essentials," which include holiday apparel, beachwear, travel insurance, health and beauty products and services for holidays.
<b>Back to School Incentive</b>	30 June 2025 - 29 August 2025	Campaigns should support the sale of school items like uniforms, footwear, sportswear, stationary, computer equipment, lunch boxes, etc.
<b>Holiday Incentive</b>	30 June 2025 - 30 January 2026	Campaigns must relate to cruises, all-inclusive holidays, city breaks, villa holidays, cottage holidays, or adventure holidays.

### Incentive Criteria

#### Minimum Volume Requirements

- 100,000 Letters (or 50,000 for charities), or
- 50,000 Large Letters per incentive.

#### Maximum Volume

- 1,000,000 Letters or Large Letters.

#### Presentation

- Trays Only

*Here to help*

To learn more or apply for any of these incentives, contact our team today:





# Incentive Updates

## Unlock the Benefits of Royal Mail Incentives to Save Money on Your Mail

Royal Mail are continuing to offer a range of exciting incentives designed to help businesses maximise the potential of their mailing campaigns. Whether you're looking to acquire new customers, re-engage lapsed ones, or simply grow your mailing volumes, there's an incentive tailored to your needs.



### Here's a quick overview of what's available this year:

#### **Always-On Test**

Perfect for businesses continuously exploring innovative mailing strategies, this incentive supports testing new ideas with postage credits.

#### **Acquisition and Reinstatement Campaigns**

Target new audiences or revive lapsed customer relationships with specific incentives offering higher postage credit rates.

#### **Growth Incentives**

Receive credits for incremental mail volumes, encouraging you to expand your campaigns.

#### **First-Time User Incentives**

New to advertising mail? This incentive provides credits for businesses using Royal Mail services for the first time (or after a 24-month hiatus).

#### **Volume Commitment Rewards**

Commit to consistent mail volumes and enjoy rewards that grow with your loyalty.

Citipost Mail is here to guide you through these opportunities, ensuring you maximise the value of these incentives while achieving your business objectives. Our team of experts are ready to help you identify the most suitable options and streamline the application process. Contact us today by scanning the QR code:





Industry Insights & Research

# Optimising your mail packs

## Cost-Saving Strategies for Marketing Mail in 2025

The direct mail industry has faced another challenge with Royal Mail announcing significant price increases effective April 2025, following the July 2024 hike. Despite these changes, the impact of incorporating mail into marketing campaigns remains highly effective with JIC reporting mail read rates at an all-time high in Q4 2024.

**At Citipost Mail, our team of experts are here to help you navigate these challenges – here are our recommendations for 2025:**

### **Consider Utilising a one-piece Mailer**

A one-piece mailer (also known as a self-mailer) is a single folded sheet that serves as the envelope, marketing message, and response mechanism all in one package—eliminating the need for separate outer envelopes or inserts. This streamlined format is lightweight, compact, and ideal for sending mail via Royal Mail's cheapest services. Many of our

clients are now utilising this option to enable them to get the very best value for money.

### **Review Your Mail Service Selection**

Opting for Royal Mail's Economy 3-5 day service could be a way to balance cost and delivery time. While slightly slower than the 2-3 day service, it offers significant savings without compromising efficiency.



However, you must ensure your chosen mail format aligns with Economy service requirements (for example, postcards are not eligible).

### **Collaborate with Print Experts**

#### **- Pack Format Optimisation**

Working with our print experts to explore cost-saving opportunities during the print and enclosing stage is a great way to optimise your packs. Adjusting paper weight, size, or production methods can optimise costs while maintaining quality. Citipost Mail's free pack consultation service ensures your mail packs are as efficient and as effective as possible.

### **Leverage Royal Mail Incentives**

Take advantage of incentives, such as Royal Mail's 'Test and Innovation' scheme, to reduce the cost of your mail marketing. Our team has helped clients save over £2 million by optimising these incentives. There are many available and small tweaks to your packs could mean that you quality to receive up to 30% back on your mailings in retrospective postage credits.

### **Data Management**

Conducting regular data health checks to remove outdated or unnecessary records from your database is more important than ever. Cleansing your data frequently will mean that you remain GDPR compliant and are not wasting money mailing consumers who have gone away. Replacing outdated records with enhanced data will improve the targeting of your mail and campaign ROI. If you are not sure of the health of your campaign data, you can take advantage of Citipost Mail's free data health check. Find out more:



## **How Citipost Mail Can Help**

Our experts specialise in designing and optimising mail tailored to your campaign goals. From selecting the right materials to ensuring compliance with Royal Mail guidelines, we provide end-to-end support to maximise cost-effectiveness and impact.

In light of the recent price increases, adapting your marketing mail strategy is essential. Whether through optimising pack formats or exploring innovative solutions like one-piece mailers, Citipost Mail's expertise ensures you achieve the best possible ROI while staying within budget. Contact our team today for a free consultation or pack review.



# Layla Smith

**Meet Layla Smith, a vital part of our Client Services team. Layla has been with the Citipost Mail family for many years, and now manages our reversion charges, communicating with Royal Mail and our clients daily.**

**How long have you been with the Citipost Mail family, and how did you start your career with us?**

I joined the Citipost family in November 2016 via an Agency starting as a parcel tracking administrator. I enjoyed going to work for the first time and quickly realised that I loved the environment and the people at Citipost. 8 years later and I'm still here!

**What has your journey at Citipost looked like?**

In March 2017, I was promoted to Global Production Manager. In this role, I gained a lot of experience and knowledge of the mail industry and this really helped me with my confidence and allowed me to offer valuable advice and insights to our clients. In 2021, I joined the Client Services team, managing a large portfolio of clients and then in July 2023, I went on maternity leave while I was having my little boy. In August 2024, I returned and began my current role as Client Experience Administrator.

**What does your current role look like on a day-to-day basis? How does it support our clients?**

The day to day is so very busy, but I love that about my role. Each week, I work through our list of reversion charges and investigate each one. After all investigations are complete, I am responsible for communicating with our clients to explain the root cause of any reversions, and offer advice of how they could prevent these on any future mailings.

**What is the most interesting part of your role?**

There's always a reversion that pops up that even I have to get some support with - it's always a learning experience. This also means that when a similar reversion occurs again, I have a better understanding and can help another client resolve the issue.

“

**I've gained a lot of experience and knowledge of the mail industry which has helped me offer valuable advice to our clients**

# A Huge Welcome to Terry Boland

## **What do you love most about working in the CS team?**

We work well together; we all have years' worth of knowledge so we can all support each other. We also have a laugh together making the days enjoyable.

## **What is your top tip to avoid revisions/what is the most common reversion we receive and why?**

My top tips would be to ensure that you are well educated when it comes to Mailmark! If you are unsure of the specification or any reversions that come your way, we're always on hand to help; you can either contact your Client Relationship Manager or myself, or our team through the website, who can help you get a better understanding.

The most common reversion charge is 'unmanifested volume'. The root cause of this reversion is that the mailing has not been manifested correctly. An eManifest is required for each Mailmark job, which is the client or the mailing houses' responsibility to upload and set the handover date correctly.

## **What do you like to do outside of your working day?**

I spend majority of my spare time running around chasing my toddler and dedicating my days off with just him. I also like to jet off on holiday as many times in the year exploring different places. I moved into a new house in November 2024 so currently in the middle of slowly renovating.

## **What makes you laugh?**

Being in the office with the team, we have been together for many years now and are like an extended family.

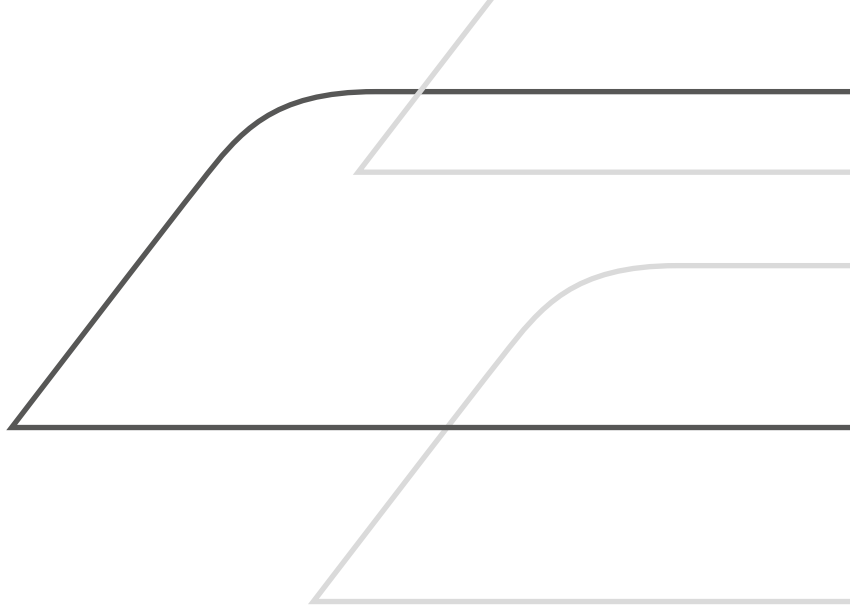
**Terry has recently joined the Print Services team at Citipost Mail, bringing over 25 years of experience in the printed media sector. His expertise spans multiple disciplines, including data, print, door drops, direct mail, and inserts.**

Passionate about delivering tangible and measurable solutions, Terry is dedicated to helping clients maximise the effectiveness of their printed media campaigns, ensuring the best possible results and return on investment (ROI).

With a strong track record of building lasting client relationships, Terry takes a consultative approach to understand individual business needs. His ability to combine industry insights with innovative strategies ensures that clients receive tailored, results-driven solutions that enhance their marketing efforts.







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