



Royal Mail

Incentives

2026

CITIPOST MAIL

Unlocking the Power of Royal Mail Incentives with Citipost Mail

In today's crowded digital landscape, how do you make sure your message stands out and drives action?

Direct mail remains one of the most trusted, personal, and effective marketing channels, tangible, memorable, and highly engaging. At Citipost Mail, we're passionate about helping businesses harness its power, using our expert knowledge of Royal Mail incentives to help you **send more mail for less**. Whether you're new to mail or looking to innovate and grow, now is the perfect time to explore the opportunities available with Citipost Mail as your trusted partner.



“ At Citipost Mail, our mission is to make direct mail accessible, affordable, and effective for businesses of all sizes. By leveraging our expertise, we help our customers unlock their potential, optimise their campaigns, and achieve outstanding results.

Chris Phillips
Director of Sales

Why Choose Citipost Mail?

- **Expert Guidance:** Navigate the world of Royal Mail incentives with confidence, backed by a team of specialists who know every detail and opportunity.
- **End-to-End Solutions:** From creative and data to print and delivery, we support every stage of your campaign, locally, nationally, and internationally.
- **Trusted Partnership:** We listen, we care, and we go the extra mile; our reputation is built on trust, reliability, and a genuine commitment to your success.
- **Proven Results:** Maximise your ROI and campaign potential by leveraging our expertise in incentive qualification, creative innovation, and data-driven strategies.



Why Direct Mail Still Matters

Direct mail is tangible, personal, and has trusted qualities that digital channels struggle to match. Research consistently shows that recipients engage with physical mail more deeply, often revisiting it multiple times. According to JICMAIL, 95% of direct mail is engaged with in some way, and 48% is kept for future reference. Royal Mail's own research reveals that 87% of consumers trust direct mail, and 70% say it makes them feel valued. With Royal Mail incentives and Citipost Mail's expertise, you can make every campaign more cost-effective and impactful.

For more information on how Citipost Mail can help your business thrive, get in touch with our team at enquiries@citipost.co.uk
Let's make mail work harder for you.

Test, Learn, and Grow

Royal Mail incentives offer unmatched flexibility. The 'Test and Innovation Incentive' enables brands to experiment with new formats, targeting methods, or messaging, perfect for trialling creative approaches and gathering data to refine your strategy.

The 'Growth Incentive' rewards businesses for increasing their mailing volumes, making it easier to reach untapped audiences or increase the frequency of your communications, while benefiting from reduced costs. These programs are designed to foster innovation and expansion, two essential components of successful marketing campaigns.

First Time User Incentive

Unlock New Opportunities with Incentives

If you're new to direct mail, or returning after a break of at least 24 months—the First Time User Incentive is designed to help you launch or relaunch your mail campaigns with confidence and cost efficiency.

How It Works

Earn postage credits of up to 20% on eligible Economy Advertising Mail and 7% on Economy Partially Addressed Letters, awarded retrospectively after your campaign. To qualify, you need to post a minimum of 4,000 Advertising Mail items or 10,000 Partially Addressed items within a 12-month period. The maximum eligible volume is 1,000,000 items, giving you plenty of scope to test, learn, and grow.

Who Should Use This Incentive?

- Brands launching their first direct mail campaign
- Businesses returning to mail after a 24-month hiatus
- Organisations looking to trial mail as part of a multi-channel marketing strategy

How Citipost Mail Adds Value

As your expert partner, Citipost Mail will:

- Identify the best incentive route for your business and campaign goals
- Guide you through the application process, ensuring you meet all qualifying criteria
- Help you plan and execute your campaign for maximum impact
- Support you to manage your postage credits so you can reinvest in future activity

Ready to Get Started?

With Citipost Mail, you'll benefit from expert guidance, end-to-end campaign support, and the confidence that you're making the most of every Royal Mail incentive. Whether you're planning a targeted acquisition drive or a brand awareness campaign, the First Time User Incentive is your gateway to cost-effective, impactful direct mail.



Advertising Mail Growth and Volume Incentives

Three Ways to Send More for Less

Royal Mail's suite of Growth and Volume Commitment incentives are designed to reward businesses that increase and then maintain their mailing volumes—helping you maximise your marketing investment and achieve more, for less.

Growth Incentive

Who it's for:

Businesses planning to increase their direct mail volumes year-on-year.

How it works:

Earn up to 15% postage credit for incremental volumes up to 3 million items, and up to 20% for incremental volumes above 3 million items. Credits are applied retrospectively, so you can reinvest your savings in future campaigns.

How to apply:

Plan your campaign with Citipost Mail, ensuring you meet the minimum incremental volume (typically 150,000 letters or 75,000 large letters). We'll guide you through the application process and help you track your qualifying volume.

Why it matters:

Scaling up your mail activity is made more affordable, helping you reach new customers and grow your brand.

Volume Commitment Year 1

Who it's for:

Businesses that have completed their first year of incentive activity and are ready to commit to maintaining or growing their volumes.

How it works:

Earn up to 8% for matched volume, up to 15% for incremental growth under 3 million items, and up to 20% for incremental growth above 3 million items. Continue your direct mail strategy with Citipost Mail, matching at least 95% of your previous year's volume to qualify.

Why it matters:

Consistency is rewarded, making it easier to build lasting relationships with your audience.



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Our clients see the difference: by leveraging incentives, they reach bigger audiences for less and reinvest their savings for even greater impact.

Daniel Nicholson
Business Development Manager

Volume Commitment Further Years

Who it's for:

Businesses that have been using incentives in conjunction with direct mail for multiple years and want to continue benefiting from incentives.

How it works:

Continue to earn credits by maintaining or growing your mailing volumes year after year. Achieve the same rates as Year 1: up to 8% for matched volume, up to 15% for incremental growth under 3 million items, and up to 20% for incremental growth above 3 million items.

Why it matters:

Long-term investment in direct mail is proven to deliver sustained results, with brands that consistently use mail seeing higher customer retention and stronger ROI over time.



Test and Innovation Incentives

Unlocking Smarter, More Effective Mail Campaigns

Royal Mail's Test and Innovation incentives (TIS) are designed to help you experiment, re-engage and innovate, with generous retrospective postage credits on qualifying volume.

Always On TIS (Advertising Mail) Continuously Test, Learn, and Improve

How it works:

Run tests on new mail formats, creative concepts, or targeting methods at any time throughout the year. Achieve up to 10% postage credit for standard tests, and up to 15% for exceptional or highly innovative tests on eligible Advertising Mail items. Qualifying campaigns start from just 4,000 items, with a typical cap of 100,000 items per test (higher volumes possible for truly innovative activity, subject to Royal Mail approval).

How to apply:

Work with Citipost Mail to define your test objectives. We'll help you structure your campaign for maximum learning, whether you're trialling new technology, creative, or customer segments. At the end of your test, credits are awarded retrospectively and can be reinvested in future activity.

Why it matters:

Testing is proven to drive better results. According to Royal Mail, brands using TIS incentives have reported increases in response rates, customer engagement, and campaign ROI.

Reinstated Mailing TIS (Advertising Mail) Re-Engage Lapsed Customers and Revitalise Past Strategies

How it works:

Test mailings aimed at re-engaging lapsed customers or reinstating previous campaign strategies. Earn up to 15% postage credit on eligible Advertising Mail for qualifying reinstated campaigns. Minimum volume is 4,000 items, with a cap of 200,000 items per test.

How to apply:

Citipost Mail will help you demonstrate to Royal Mail that your campaign is genuinely reinstated or aimed at a lapsed audience. We'll support you in gathering the necessary documentation and structuring your campaign for maximum impact.

Why it matters:

Reactivating lapsed customers is one of the most cost-effective ways to grow. Research shows that re-engaged customers are more likely to convert and have a higher lifetime value than new prospects.

Business Mail TIS Innovate with Business-Critical Communications

How it works:

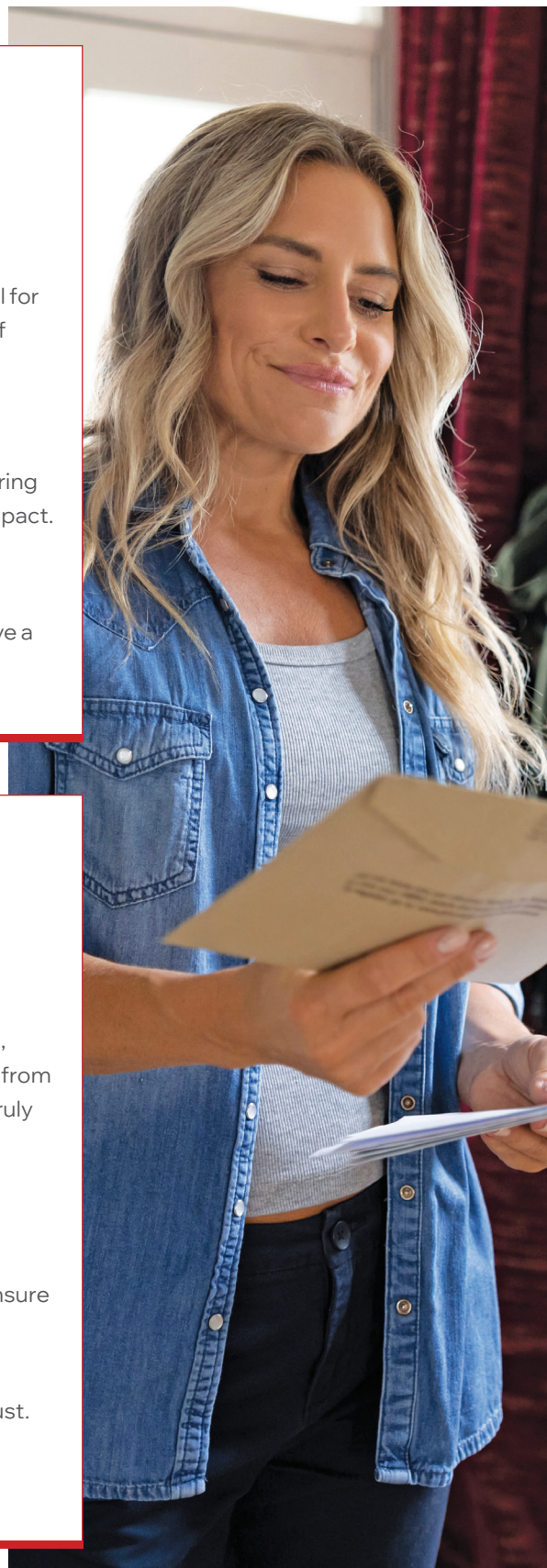
Test new formats, messaging, or technology integrations in business mailings. Achieve up to 10% postage credit for standard business mail tests, and up to 30% for exceptional or highly innovative tests for the first six months of roll-out, followed by 10% for the second six-month roll-out period. Tests typically range from 4,000 to 100,000 items, but Royal Mail may support up to 10 million items for truly incremental, large-scale, innovative activity.

How to apply:

Citipost Mail will work with you to identify opportunities for innovation in your business mail—whether it's integrating QR codes, trialling new layouts, or introducing interactive elements. We'll manage the application process and ensure your campaign qualifies for the highest possible credit.

Why it matters:

Business mail is a powerful channel for driving customer action and building trust. Businesses that regularly innovate their mail communications see improved engagement and operational efficiency.



Test and Innovation Incentives

Unlocking Smarter, More Effective Mail Campaigns

Time-Bound Acquisition TIS (Advertising Mail)

Turn cold prospects into new customers

How it works:

The Time-Bound Acquisition Incentive is designed for campaigns that use new acquisition data to reach audiences you are not currently mailing. You can earn up to 20% postage credit on the first 250,000 incremental items and 10% on the next 250,000, with a maximum of 500,000 items per application. To qualify, your mailing must be genuinely incremental to your existing plan, use new acquisition data, and be posted in trays within the defined incentive window. Credits are awarded retrospectively, giving you a valuable cost offset you can reinvest into further acquisition activity.

Who it's for:

- Brands looking to scale customer acquisition using high quality third party or prospect data.
- Businesses that have relied on digital-only prospecting and want to test direct mail as a performance channel.
- Organisations planning a step change in reach, e.g. national roll outs or major product launches.

How to apply:

Work with Citipost Mail to define your acquisition test, confirm the data source is genuinely new, and agree volumes and timings. We'll help you complete the Royal Mail application, demonstrate incremental volume, and ensure your campaign is set up to qualify for the highest available credit.

Why it matters:

Acquisition mailings are often one of the most expensive parts of your programme; this incentive reduces effective cost per acquisition and makes large scale testing more affordable. With Citipost Mail as your partner, you can de-risk cold activity and build a repeatable acquisition model backed by robust results.

Key Calendar Events TIS (Advertising Mail)

Maximise impact around key retail and seasonal moments

How it works:

The Key Calendar Events Incentive replaces multiple named seasonal schemes with one flexible route for event based campaigns. You can earn 20% postage credit on qualifying letter items and 10–20% on eligible large letters, up to a cap of 500,000 incremental items per application. To qualify, your mailing must be incremental to your existing plan and clearly linked to a specific calendar event (for example, peak retail periods, charity appeals, financial year end, or sector specific moments). Credits are paid retrospectively, enabling you to boost your presence at critical trading periods without proportionally increasing spend.

Who it's for:

- Retailers, e-commerce brands and financial services providers with defined seasonal trading peaks.
- Charities and membership organisations planning time sensitive appeals or renewal drives.
- Any brand that wants to align mail with major moments in its commercial or promotional calendar.

How to apply:

Citipost Mail will work with you to map your calendar, identify the strongest event based opportunities, and confirm eligibility. We'll support you in evidencing incremental volume, positioning the campaign under the Key Calendar Events framework, and managing the application and reporting requirements.

Why it matters:

Event driven campaigns are where competition – and costs – are highest; this incentive helps you stand out in the mailbox at the moments that matter most. By consolidating seasonal support into a single, flexible scheme, it makes planning and budgeting simpler for multi channel marketing teams.

Sampling TIS (Advertising Mail)

Put your product directly into customers' hands

How it works:

The Sampling Incentive rewards campaigns where every mail pack includes a physical product sample and is genuinely incremental to your existing mailing plan. Eligible letter items (0–100g) can receive 20% postage credit, while large letters attract 10–20% credits depending on weight, with a cap of 500,000 items per application. To qualify, you must demonstrate that sampling activity is new or additional, and that the sample is included in every pack within the incentive period. Credits are applied retrospectively, offsetting the higher production and postage costs associated with sampling.

Who it's for:

- FMCG, beauty, food and drink brands looking to drive trial and switch behaviour at scale.
- Retailers and subscription brands wanting to introduce new ranges or added value “surprise and delight” experiences.
- Any organisation that wants to prove the impact of sampling within a broader acquisition or retention strategy.

How to apply:

Partner with Citipost Mail to scope your sampling concept, from pack format and weight through to targeting and fulfilment. We'll help you evidence incrementality, confirm you meet volume and format criteria, and manage the incentive application and post campaign volume submission.

Why it matters:

Sampling is one of the most powerful ways to convert interest into purchase, but it can be costly if done without support. By combining the Sampling Incentive with Citipost Mail's planning and execution expertise, you can run high impact, trial-driving campaigns with a significantly lower net cost per pack.

Publishing Mail Incentive

Supporting Publishers to Grow, Retain and Launch

Royal Mail's Publishing Mail incentive is designed to help you maintain circulation, acquire new readers, and launch new titles, all while maximising your budget through valuable postage credits.

Publishing Volume Commitment Incentive Rewarding Consistency in Publishing

How it works:

Earn a 2% postage credit on all eligible subscription mail when you post at least 250,000 qualifying items annually and match at least 95% of your previous year's volume. If you launch a new title whilst the incentive is running, this can be added in at any time, increasing your matched volume target, in doing this, businesses could earn more credits on the greater volume. Credits are awarded retrospectively and can be reinvested into future mailings.

Why it matters:

Consistent circulation is vital for publishers. This incentive rewards stability, helping you keep your loyal subscriber base engaged while controlling costs.



Direct mail creates a personal, lasting connection with readers. Paired with smart incentives, it helps publishers grow subscriptions and loyalty cost-effectively.

Steve Travi
Head of UK Sales



How to apply:

- **Plan ahead:** Each incentive has a limited application and posting window. Citipost Mail will help you identify the best fit for your campaign calendar.
- **Qualify your campaign:** Ensure your mailing is incremental and meets volume thresholds. We'll guide you through the details and the application.
- **Execute and track:** Run your campaign, track results, and claim your credits. All credits are awarded retrospectively and can be used for future mailings.
- **Optimise and repeat:** Use your savings to reinvest in more mail, test new ideas, or scale up for the next peak period.

Why use an Incentive?

- **Proven performance:** Royal Mail incentives have generated millions of pounds in postage credits for brands, allowing them to reduce net mailing costs and scale successful campaigns.
- **High engagement:** Direct mail is opened, read and kept, industry research indicates that around seven in ten UK consumers feel more valued when they receive mail from a brand.
- **Drives action:** According to JICMAIL's latest Response Rate Tracker, cold Direct Mail delivers an average response rate of around 0.9%, while warm Direct Mail averages 7.2%, with ROI of about £3.20 and £9.00 respectively for every £1 spent.
- **Builds trust:** 82% of UK consumers trust print ads more than online ads, crucial for retail, travel, and charity campaigns.

How to Apply for a Royal Mail Incentive

Navigating Royal Mail incentives can seem complex, but with Citipost Mail as your partner, you're never on your own. Whether you're launching a new campaign or looking to grow your mailing volumes, we'll guide you every step of the way—helping you maximise your savings and make the most of every opportunity.

1. Plan Your Campaign

Identify your goals and select the right incentive for your business needs. Citipost Mail helps you match your objectives to the most suitable Royal Mail incentive, ensuring you maximise your savings and impact.

2. Check Eligibility

Confirm your campaign meets all qualifying criteria and volume requirements. Our team reviews your plan to ensure you qualify for the incentive, saving you time and hassle.

3. Prepare Your Application

Gather all necessary details and documentation for your incentive application. We guide you through the process, making sure you have everything you need for a successful submission.

4. Submit and Track

Submit your application and track its progress. Citipost Mail manages the paperwork and keeps you updated at every stage.

5. Run Your Campaign

Launch your direct mail campaign with confidence. We can support you from creative and data to print and delivery, ensuring every detail is handled professionally.

6. Claim Your Credits

Receive postage credits retrospectively after your campaign. Credits are awarded after your campaign, so you can reinvest your savings in future mailings.

7. Optimise and Repeat

Use your savings and insights to plan your next campaign. With Citipost Mail, you're always positioned to make the most of every incentive opportunity—now and in the future.

The Citipost Mail Advantage

When it comes to maximising the value of your direct mail campaigns, Citipost Mail stands apart as the partner of choice for ambitious brands across the UK and beyond. Our clients trust us because we don't just deliver mail—we deliver results, savings, and peace of mind at every stage of your marketing journey.

Why Partner with Citipost Mail?

- **Maximise your budget:** Unlock significant postage credits with Royal Mail incentives, reinvesting savings in future campaigns.
- **Expert guidance:** Citipost Mail's team ensures you qualify for every available incentive and manage the process from start to finish.
- **End-to-end solutions:** From creative and data to print and delivery, we support every stage of your campaign.
- **Trusted partnership:** Businesses across the UK choose Citipost Mail for our expertise, transparency, and commitment to their success.
- **Proven results:** With the right strategy and support, direct mail delivers exceptional ROI and drives measurable business growth.

Ready to unlock the full power of your direct mail budget?

Partner with Citipost Mail and experience the difference trusted expertise, and genuine care can make.

Let's make mail work harder for you – today and for the future.

Contact us at enquiries@citipost.co.uk or visit www.citipostmail.co.uk to start your journey with Citipost Mail.

All incentive rates and qualifying criteria are correct as of March 2026 and subject to Royal Mail's terms and conditions. For the latest information, visit www.royalmail.com/business/mail/incentives.

Incentive applications are approved at Royal Mail's discretion. Incentive credits are awarded retrospectively and can only be used as discounts against future direct mail campaigns.

Sources: JICMAIL, Royal Mail MarketReach, Direct Marketing Association (DMA), and industry benchmarks.



Get in touch
to find out how we can help.

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Creative Data Print Mail Media

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