



August 26, 2011

Shoshana M. Grove  
Secretary  
Postal Regulatory Commission  
901 New York Avenue, NW, Suite 200  
Washington, DC 20268-0001

Re: Amended Every Door Direct Mail - Retail Data Collection Report for FY 2011,  
Quarter 3 (Docket No. MT2011 – 3)

In accordance with Commission Order No. 687, issued March 1, 2011 in Docket No. MT2011-3, the Postal Service filed its data collection report for Quarter 3 of FY 2011 on August 9, 2011 for the market test for Every Door Direct Mail - Retail (EDDM-R).

The EDDM-R Data Collection Report detailed the number of customers who registered for EDDM-R versus the number of customers who actually used EDDM-R. Thus, the amended report, which the Postal Service is filing today, revises the total number of customers reported on the written report and excel spreadsheet from 7,651 to 1,665.

In the interests of simplicity and convenience, the amended data collection report filed today completely supplants the one previously filed.

Sincerely,

Brandy A. Osimokun  
Attorney

# **AMENDED EVERY DOOR DIRECT MAIL (EDDM) DATA COLLECTION REPORT**

(Third Quarter FY 2011 – April 1 to June 30, 2011)

## **INTRODUCTION**

As required by Order No. 687, at 12-13, in Docket No. MT2011-3, the Postal Service presents its amended data collection report on the market test for Every Door Direct Mail -Retail (EDDM-R). This amended report addresses the product which was originally filed under the name Marketing Mail Made Easy (MMME). This product has been renamed EDDM-Retail.

## **PARTICIPATION AND EDDM RETAIL SUMMARY STATISTICS**

The following information is provided pursuant to the Commission's request for EDDM-R data (Order No. 687 at 12-13)

- The total number of customers that used EDDM -R:
  - 1,665 customers used EDDM-R between April 1, 2011 and June 30, 2011.
- The total number of customers that used a different postal product or postal service for marketing in the 90 days prior to mailing EDDM-R:
  - 144 customers used a different postal product or postal service for marketing in the 90 days prior to using EDDM-R.
- The total volume of EDDM-R sent, in aggregate and by delivery unit:
  - The aggregate volume of EDDM-R between April 1, 2011 and June 30, 2011 was 7,122,119 pieces. The volume of EDDM-R by delivery unit is listed in detail in the workbook filed in conjunction with this report.
- The average size of the mailing:
  - The average mailing size between April 1, 2011 and June 30, 2011 was 1,893 pieces.
- The proportion of total EDDM-R mail entered by day:

- The proportion of the total EDDM-R mail entered by day between April 1, 2011 and June 30, 2011 is shown in the table below:

<b>Day of the Week</b>	<b>Proportion of Total EDDMR Volume</b>
Monday	14.6%
Tuesday	21.8%
Wednesday	20.7%
Thursday	21.0%
Friday	18.8%
Saturday	3.0%
<b>Total</b>	<b>100%</b>

**COMMISSION-REQUESTED DATA**

The workbook (filed in conjunction with this report) “AM PRC EDDMR Data FY11Q3.xls” includes the amended summary and detailed data requested by the Commission, including transactions in aggregate and by delivery unit from April 1, 2011 to June 30, 2011. Delivery Unit identifications are masked with generic identification numbers in the aforementioned file.