

USPS-LR-R2013-1/6
Derivation of Volumes for Earned Value Reply Mail Promotion

PREFACE

The “Earned Value Reply Mail Promotion” model consists of the workbook “Volumes for Earned Value Reply Mail Promotion.xls. The workbook contains four worksheets: (1) Summary FY2012 Q3, (2) HDS Data, (3) IMb Proportions, and (4) BRM-CRM Volume Data. Sheet (1) displays two tables of data. First, it shows Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) mailpiece volumes (with and without FIM markings) from FY2012 Q3 split by First-Class Mail (FCM) Single-Piece Letters and Standard Mail (SM) pieces. Below this table, we see the volumes that contain an Intelligent Mail barcode (IMb), isolated using the % of FCM and SM pieces containing an IMb as calculated from the data shown in Sheet (3). BRM and CRM volumes are separated using RPW data (as shown in Sheet (4),) and the corresponding volumes of SM originating (parent) mailings are calculated using the proportions derived from weekly volume data supplied by the Household Diary Study (FY 2011) as shown in Sheet (2).