# Mailmark<sup>™</sup> General Guide



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# Change Log

Iteration	Date	Change
1		New version issued including new functionality, the removal of redundant functionality and clarifications
3.3	24/05/2021	Updated to include new Class indicator (E) for Economy. Update JIC section to remove Opt Out. Change to SPARE1 field for JIC use. Updated Appendix B for reference to Spoils and Container Manifesting using ConsignorLive. Various update to reference to Appendix B Consignor Live specification for Products Updated ResponseMailType declared values for Mailmark Letters and Large Letters
0.1	29/06/2022	Re-versioned as a Mailmark Guide. Replaced iteration to reflect re-versioning. Remove Self Labelling, Consignor Live and MailMark technical elements
1.0	22/09/2022	Guide - Issued

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# 1. Introduction

### 1.1 Purpose

Defines business rules and guidelines for DHL eCommerce UK customers to use Mailmark™.

### 1.2 Intended Audience

Mail Producers; developing a Mailmark<sup>™</sup> service for their customers and for third parties developing solutions to upload Item and Consignment level data into the DHL eCommerce UK item database.

## 1.3 Scope

Describes the creation of and transmission to DHL eCommerce UK of Item and Consignment level information and sets expectations for the Royal Mail Mailmark<sup>™</sup> reporting.

It does not describe the Mailmark<sup>™</sup> barcode format, service requirements or terms and conditions. These may be obtained at <u>https://www.royalmail.com/corporate/mailmark</u>

# 2. Key Features

# 2.1 Mailmark™ Process

At a high level, the Mailmark<sup>™</sup> product has a process called the Supply Chain which is comprised of Participants; each enjoys full mail piece 'visibility'.

- Mail Originator: the organisation which has a need for a physical mail piece.
- Data Processor (see below).
- Mail Producer: the organisation which creates the physical mail piece and associated data.
- Data Processor (see below).
- Mail Carrier: the organisation which transfers the physical mail and associated data to Royal Mail.
- Bill Payer: the organisation which pays Royal Mail to deliver the mail piece to the consumer.

DHL eCommerce UK also recognises 'Data Processor' as a valid Supply Chain Participant. A Data Processor is an organisation responsible for generating the data used by the Mail Producer for creating the physical mail pieces and/or associated data for transfer to DHL eCommerce UK. However, Royal Mail does not recognise a Data Processor as a valid Supply Chain Participant

#### **Royal Mail provides:**

A Participant ID for each of the 4 Participants recognised by Royal Mail. A Supply Chain ID (SCID) for each unique Supply Chain.

The SCID may be requested by any Supply Chain Participant, but requires knowledge of all of the relevant Participant IDs. DHL eCommerce UK's on-boarding team may assist Participants, with the creation of Supply Chain IDs, via the Participant's Client Director or Account Manager

DHL eCommerce UK manages the Supply Chain set up when it is the Bill Payer

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The number of characters, in a Supply Chain ID, varies.

Barcode Type	SCID Length (format)	Comments
2D (datamatrix)	7 (nnnnnn)	
4 State L	6 (nnnnn)	Left-padded, to 6 characters, with zeroes within the barcode construction and the associated item data fields
4 State C	2 (nn)	Used by Mailmark™ Consolidators.

A Supply Chain Participant may fulfil multiple roles.

- Downstream Access (DSA): DHL eCommerce UK is both the Carrier and the Bill Payer
- Agency For Access (AFA): DHL eCommerce UK is both the Carrier and the Bill Payer
- Customer Direct Access (CDA) or (large) AFA: the Mail Originator or Mail Producer is also the Bill Payer

A list of expected scenarios, specific to DHL eCom	nerce UK, is thus:
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Scenario	Mail	Mail	Carrier	Bill
	Originator	Producer		Payer
A Mail Producer (Print & Co), creates a mailing against a	Acme Inc.	Print & Co	DHL	Acme Inc.
Mail Originator's Royal Mail CDA account (Acme Inc.),			eCommerce	
DHL eCommerce UK then processes this prior to			UK	
delivery by RM.				
A Mail Producer (Print & Co), creates a mailing on	Acme Inc.	Print & Co	DHL	Print & Co
behalf of the Mailing Originator, against the Mail			eCommerce	
Producer's Royal Mail CDA account (Print & Co) DHL			UK	
eCommerce UK then processes this prior to delivery by				
RM.				
A Mail Producer (Print & Co), creates a National mailing	Acme Inc.	Print & Co	DHL	DHL
against a Mail Originator's DHL eCommerce UK DSA			eCommerce	eCommerce
National account, DHL eCommerce UK then processes			UK	UK National
this prior to delivery by RM.				
A Mail Producer (Print & Co), creates a Zonal mailing	Acme Inc.	Print & Co	DHL	DHL
against a Mail Originator's DHL eCommerce UK DSA			eCommerce	eCommerce
Zonal account, DHL eCommerce UK then processes this			UK	UK Zonal
prior to delivery by RM.				
DHL eCommerce UK consolidates & sorts unsorted	Acme Inc.	DHL	DHL	Acme Inc.
mail for a single CDA client (Acme Inc.) prior to final		eCommerce	eCommerce	
delivery by RM		UK	UK	

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#### 2.2 Supply Chain within DHL eCommerce UK

A Supply Chain ID (SCID) must be obtained, from Royal Mail, to use the Mailmark<sup>™</sup> service. See Appendix of *UKMail Technical Upload Specification for Mailmark* 

To ensure full traceability, through the DHL eCommerce UK track & trace system, the SCID is linked to a Royal Mail 'Bill Payer' Account Number and a DHL eCommerce UK 'Carrier' Account Number.

The Mail Originator must complete the document located in Appendix B of *UKMail Technical Upload Specification for Mailmark*. This authorises the linking of Account Numbers to a SCID.

If DHL eCommerce UK operates as the Bill Payer, for a Supply Chain; there are two possible scenarios, relating to the pricing of mail...National, and Zonal.

Because DHL eCommerce UK must have different Royal Mail bill-payer accounts, for National or Zonal, different SCIDs must be used for National and Zonal postings.

#### 2.3 Mailmark<sup>™</sup> overview within DHL eCommerce UK



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# 3. Implementation Guidelines for Mail producers

# Intelligent printers/enclosers

If a Mail Producer has invested in intelligent printers/enclosers; then, depending on the manufacturer and capabilities of the device, the manufacturer may choose to support upload of eManifests directly from the printer/encloser itself.

With this approach; the address list is passed to the intelligent printer/encloser, which is responsible for applying the Mailmark barcode to the mail piece, and generating the eManifest. In this scenario the intelligent printer/encloser may either generate an output item file, for uploading to DHL eCommerce UK using a third party upload tool, or the manufacturer may choose to incorporate the upload of the item details directly to DHL eCommerce UK from the printer/encloser, either as the items are printed, or at the end of the print run.

If a Mail Producer has production equipment, capable of following this approach; it is likely that the best implementation approach is to upload item level data to DHL eCommerce UK in Batches. With each Batch reflecting the print jobs assigned to each printer/encloser. For instance, if a large mailing is split across 4 printer/enclosers, then each printer/encloser will generate its own Batch of items; for upload to DHL eCommerce UK.

Intelligent enclosers are more likely to have the capability to detect spoiled items. Depending on the manufacturer; the registering of those spoils against the Batch may be managed by the printer/encloser (so that spoils item data is not uploaded until the items are reprinted), or generated as an output spoils file (so that items that have been loaded and then spoiled can be deleted) which must be uploaded to DHL eCommerce UK using an 'in-house' or third party upload tool.

Intelligent Printers/Enclosers. Intelligent enclosers upload batch to EIB at the end of each print job.



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# Production control system

If a Mail Producer has implemented a production control system to manage multiple enclosers, depending on the supplier of the production control system software; job workflow and automated spoils re-queuing may be facilities supported by the production control system. In this instance the creation of Batches of items and identification of any resulting spoils may be facilities that production control system software suppliers incorporate within their production control system Software.

With this approach, the production control system software may generate Batches of items that reflect the allocation of print jobs to printers/enclosers, or it may generate Batches of items based on the mailings being managed by the production control system software.

Production control system software may also interrogate the production enclosers, detect spoils and automatically re-queue items for re-print. In this case the production control system software should be able to generate the appropriate spoils information, for upload to DHL eCommerce UK, or remove the Items from the initial upload.

It is likely that production control system software will be updated to support the automatic uploading of items to DHL eCommerce UK at the appropriate time, as part of the job workflow management within the production control system.

# Production Control System. Customer Production Control System manages mailings, uploads batches to EIB.



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# Mailmark<sup>™</sup> barcode enabled sortation software

If a Mail Producer has third party sortation software, to manage address sortation; the solution may incorporate the creation of the eManifest as an output of the address sortation process, and embed the required information for the Mailmark<sup>™</sup> barcode item in the sorted address file.

This approach lends itself to Mail Producers with traditional enclosers with limited communication capability. In this scenario the Batch is likely to represent the job that has been mail sorted in its entirety.

The item manifest may be uploaded to DHL eCommerce UK when the mailing data sorting process is complete, even if this is prior to the printing and enclosing of the mailing; up to 89 days prior to the collection of the mailing by DHL eCommerce UK.

Data is not uploaded to Royal Mail until the associated container is received and scanned at a DHL eCommerce UK depot.

Because item data is generated whilst sorting the address data rather than within the production, and enclosing/dispatching of the mailing, it is likely that the upload of the Mailmark Batch will be performed using a separate upload application, which may be provided by the sortation software supplier or be available from third-party software suppliers.

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# Non-Mailmark<sup>™</sup> barcode enabled sortation software

If a Mail Producer is using existing sortation software which is not 'Mailmark-barcode enabled'; the address list may be subject to a traditional sorting process, but it has not been augmented with information to facilitate generation of the Mailmark<sup>™</sup> barcode item, or the generation of an eManifest.

In this scenario, which is likely to occur in the early stages of the introduction of Mailmark<sup>M</sup>, then the Mail Producer may need to use a third party application to 'Mailmark-barcode enable' a mail sorted address list and generate the required Mailmark<sup>M</sup> barcode outputs. It is likely that any such third party application will also provide facilities to upload the subsequent Mailmark<sup>M</sup> barcode mailing to DHL eCommerce UK l when the mailing is due to be despatched.

Poster manages jobs manually, using 3rd party software to generate EIB. Compliant manifest and EMHS upload.



# Existing Consolidation Machines

If a Mail Producer is utilising mail sortation and consolidation equipment to prepare unsorted Mailmark<sup>™</sup> mail for handover to DHL eCommerce UK; the output of this consolidation machine must be Mailmark<sup>™</sup> enabled, and uploaded to DHL eCommerce UK. Generally, most suppliers of such equipment would also provide this Mailmark<sup>™</sup> capability.

It is likely, when using consolidation equipment, that eManifests are generated in Batches representing each time the machine is 'cleared-down.

Given that the consolidation process may occur close to the time of despatch, it is possible that the consolidator equipment will also provide the facility to automatically upload item level data to DHL eCommerce UK.

If this is not the case, or where consolidation equipment that has not been 'Mailmark barcode enabled; then, providing the consolidator is able supply an item-level output file (incorporating the unique item identifier, applied to the mail piece) a third party tool may be used to generate the item-level output and to upload the eManifest data to DHL eCommerce UK.

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# Items, pre-barcoded by the Mailing House; using their SCID

The process is the same as Sorted in that

- Item level data is provided.
- Items are linked to Containers.
- Items are flagged as Mailmark™ in the Container level data and on the Container label

To ensure customers can view Royal Mail reports, relevant to their unsorted mailing; pre-barcoded Unsorted items are not 'over-sprayed, by DHL eCommerce UK sortation equipment, with a Consolidator barcode.

The item data is transmitted, to Royal Mail, when the original container is initially scanned. Because this does not account for processing, within DHL eCommerce UK, the handover date is altered accordingly.

### Non-Barcoded Items

DHL eCommerce UK will sort mail to the highest possible standard, as is the current process.

# 4. Uploading Item-level data Process overview

Each job, which a Mail Producer handles, may be uploaded to DHL eCommerce UK as one or more Batches of Mailmark<sup>™</sup> items; where each Batch contains mail of one Product, Format and Container type for one Supply Chain.



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### Step 1 – Batch Splitting

The maximum number of Items that may be uploaded in a single call, via the Item\_Manifest-1 web-service, is 1,000. Therefore; prior to (or during) the call, the number of items in the batch must be in sets of up to 1,000.

## Steps 2 & 3 – Item Manifest uploading

The initial call, into DHL eCommerce UK, will create a database entry with the Batch Reference, Supply Chain ID, Product, Format, Class and Container Type (if supplied). Subsequent calls, that have the same combination of Batch Reference, Supply Chain ID and entry date, will be validated against the first.

### Step 4 (optional) – Spoils uploads

The uploader's credentials, for the original upload, must be used to execute Spoils. Prior to the customer's U DHL eCommerce UK collection depot scanning containers of Items; a Mail Producer may amend the total Item count via the Spoils process. This means specifying the Batch Reference, Supply Chain ID and input date of the original Batch, as well as the individual Item IDs for deletion. An entire batch may also be deleted; if the job is never to be released. It is not necessary to spoil items if a mailing is delayed to a different handover date, as long as this is within 89 days of the date when the item data was initially uploaded. DHL eCommerce UK adjusts the handover date, to Royal Mail, accordingly.

The Mailmark<sup>™</sup> Spoils process only modifies the number of Items specified in a Batch resulting in an impact on the Royal Mail eMHS reporting. It does NOT modify the Item count against the Container which is used for billing.

The process for executing Container-level Spoils is defined in the Consignor Live Integration Guide (see FAQs in UKMail Technical Upload Specification for Mailmail).

Note: Removal of an entire batch is up to a maximum of 250,000 items within a Batch. If a larger batch requires deletion, DHL eCommerce UK IT Service Desk may be contacted via telephone (see FAQs in UKMail Technical Upload Specification for Mailmail) to perform the removal.

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# 5. Mailmark™ JIC Process

## 5.1 JIC Industry Overview

Organisations, such as the Direct Marketing Association, Royal Mail, marketing agencies and downstream access operators, worked together to establish a Joint Industry Committee (JIC) for mail. This committee collects and aggregates data on mail usage for Advertising Mail postings to provide customers and their agencies with better understanding of Advertising Mail use and readership of mail.

This in turn enables participants to benchmark mail campaign effectiveness against advertising through TV, radio, press and billboards where similar data is collected by respective joint industry committees.

The data captured, under the process, includes a copy of the mail seed sent to Royal Mail as part of your Advertising Mail posting along with the number of items posted to each Royal Mail standard selection code (SSC) to establish the fall to earth of your posting across the country.

The JIC will not receive data which identifies any of your customers' names or actual addresses.

Unless you choose to opt out, of the sharing of your posting information; Royal Mail will start to capture and share this information, with the mail JIC, from January 2018. An opt out is in achieved by applying to Royal Mail in writing and is applied for a 12 month period. It is no longer activated by data within your Mailmark eManifest.

The JIC reference must be unique for each of your postings.

### 5.2 Overview

To ensure the process works effectively, so that the posting seeds link to the fall to earth data, the JIC mailing reference should appear in the first line of the address on your Advertising Mail seed. The same mailing reference should also appear at Consignment level and/or Batch level.

### 5.3 Consignment level

The JIC mailing reference value appears in RMS Customer Reference 4 field for bag-level posting data, loaded to DHL eCommerce UK via the preferred container level upload (Consignor Live or self-labelling despatch software).

#### 5.4 Item level

The JIC mailing reference value appears in the 'BatchReference' field for the Mailmark™ e-manifest loaded to DHL eCommerce UK for that posting.

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