

# FY24 - Four Walls Marketing Performance

## Four Walls Marketing Performance

## Targets and Thresholds

1	2	3	4	5	6	7	8	9	10
95.59	96.19	96.80	97.40	98.00	98.31	98.62	98.93	99.24	99.55

### Description

Four Walls Marketing Performance will measure the impact of mail processing operations for SCF Letters & Flats against the established standards.

Processing scores will be calculated by (the total on time pcs) divided by (the total pieces in measurement) and reported as a single composite of all pieces. It is measured at the Lead Finance Level.

*Four Walls Marketing is (20%) of the Functional Effectiveness - Processing and Maintenance indicator.*

### Measurement Period

This performance indicator will be measured each month and cumulative scores will be reported as Year-To-Date (YTD) result.

### Data Source and Calculation

- Source** – IV - SPM/MPPV (letters and flats)
- Indicator Value** – Rate = % On-Time
- Business Rule** – Rate = (((Passed Pieces) / (Total Pieces)) x 100)
- Decimal Precision** – Two Decimals

### Data Validation

#### Processing Score Heat Map

Filtered to Mail Class: USPS Marketing Mail and First Class and Mail Class: DSCF Letters and DSCF Flats.

### Applicable Positions / Units, Measurement Depth and Weight:

Scorecard Name	Depth	FE Weight	Total Weight Towards Composite
HQ CPDO	Nation	20.0%	10.0%
Region Processing and Maintenance	Region	20.0%	10.0%
Division Processing and Maintenance	Division	20.0%	10.0%
Plant Processing and Maintenance	LF	20.0%	10.0%