

**Incentive Enrollment Record (ProgReg)**

Permit# 5<sup>1</sup>, 7  
 Incentive ME  
 AB Testing Y

<sup>1</sup> Permit number that is selected for A/B Credit

**PostalOne!**

Scenario	Submission	Permit#	Incentive	Opt In A/B	Incentive Received	Incentive Program Office
1A	PW/BMEU	5 or 7	ME	Y	ME	Y
1B	PW/BMEU	5 or 7		Y		Y
1C	PW/BMEU	5 or 7	ME	N	ME	N
2A	Mdat/XML*	5 or 7	ME	0X	ME	Y
2B	Mdat/XML*	5 or 7		0X		Y
2C	Mdat/XML*	5 or 7	ME	N	ME	N
3A	Mdat/XML*	5	MT		MT	N
				N		
3B	Mdat/XML*	5	MT, ME	N	MT, ME	N
3C	Mdat/XML*	5	MT	0X	MT	Y

\* Release 42 version support: Mail.dat 15.1.0.4 and Mail.XML 17.0. Mail.dat 14-2 and Mail.XML 16.0 do not support A/B testing. To participate in A/B Testing, mailers must migrate to Mail.dat 15.1.0.4 and Mail.XML 17.0.

**PW/BMEU**

PS 1	Pieces		Incentive	Disc	Postage Due	Claimed	Opt A/B
A1	900	0.01	9.00	2%	0.18	8.82 ME	Y
PS 2	Pieces		Incentive				
A1	100	0.01	1.00			1.00	Y

**MDAT**

PS 1	Pieces		Postage	Incentive	Disc	Postage Due	Claimed	Opt A/B	Applicable Scenario
A1	900	0.01	9.00	2%	0.18	8.82	ME	0X	1A, 2A
PS 2	Pieces		Postage	Incentive		Postage Due	Claimed	Opt A/B	
A1	100	0.01	1.00			1.00	None	0X	1B, 2B
PS 3	Pieces		Postage	Incentive	Disc	Postage Due	Claimed	Opt A/B	
A1	900	0.01	9.00		0	9.00		N	3A
AB Credit					\$0.02	8.98	MT	N	
PS 4	Pieces		Postage	Incentive	Disc	Postage Due	Claimed	Opt A/B	
A1	900	0.01	9.00	2%	0.18	8.82	ME	N	3B
AB Credit					\$0.02	8.80	MT	N	
PS 5	Pieces		Postage	Incentive	Disc	Postage Due	Claimed	Opt A/B	
A1	900	0.01	9.00			9.00	MT	0X	3C
AB Credit					\$0.02	8.98	MT	0X	

**A/B Testing Notes:**

- Mailers must follow existing rules that postage statements --that submitted to claim an incentive must meet all requirements of the incentive.
- In the case for A/B Testing, mailers are opting to participate in an A/B test for which pieces will not likely meet the incentive requirements; a separate postage statement for these pieces must be submitted with the A/B designator (e.g., "0X" for Mail.dat/XML).
- After participants analyze the A/B Test results they are required to submit the test results data to the USPS Program Office. After the program office verifies the results, the participant will receive a credit for the value of the promotional 2% discount on the balance of the mailing (Design B / up to the remaining 10%).
- Credits can be used to draw down the postage due on future mailings.