

Notes from MTAC User Group #8 – USPS Mailing Promotions Meeting on December 17, 2013

- **Promotion Ideas:** Participants had submitted ideas for promotions in CY 2015 and discussed them during this meeting. Here is a listing of the ideas:

PROPOSED TITLE	PROPOSED PROMOTION DESCRIPTION
Engagement Devices Promotion	To be eligible, a mailpiece must have two (2) or more interactive engagement devices located on the <u>outside</u> of the mailpiece. Mailpiece types can be envelopes or folded self-mailers. Examples of engagement devices are zipper perfs, tear strips, embedded peel-off notes, unique window shapes (not rectangular or pistol-shaped), peel-off labels, and repositionable notes (to name a few.)
Communication through the mail – Education of how to use mail to communicate	Promote annual mail campaigns through all of our schools in the country as early as first grade. Starting with how to address and envelope properly and write a letter (To your grandparents or someone else special in your life) each and every child should be required to do this. Older children can learn how to write a meaningful message that will get them into an activity, job, school or really serve any purpose that will help in and enrich their lives (Pen pals is an alternative for older children.) The program could offer the schools the use of their postal permits and non-profit rates. This could also be co-sponsored by the people in charge of education in the nation to make it more popular and widely accepted.
Digital Coordination > Connecting mailer to recipient in the digital space	Using new technologies to gather recipient feedback would allow more precise targeting for mail campaigns. It could present a “win-win-win” opportunity for everyone — mailers, recipients, and the Postal Service. The Postal Service could digitally enable hard copy mail by building a digital feedback loop. Mailers would place a code or symbol on advertising mail pieces. Recipients would be rewarded for scanning the code with their smart phone and providing feedback. Mailers could use the feedback to tailor ads more precisely, increasing their revenues. This concept would require a near real time data feed to the mailer to control other channels. This can be accomplished with the Intelligent Mail Barcode and Full Service. The promotion would allow for a discount for participants.
Extra Steps > Beyond the requirements	<p>USPS has requirements for mail qualifying at the lowest postage rates (address quality, mail preparation, etc.). This promotion recognizes the efforts of mailers that go beyond the requirements in preparing and providing mail to the postal service for delivery.</p> <ul style="list-style-type: none"> • Address Quality _ Current move update rules provide a 95 day window for address validation. Participants in this promotion will demonstrate superior address quality, above and beyond the existing address quality requirements. Just in time addressing validation is the principle – the reduced timeframe will vary according to the participant’s production schedule. Participants will agree to provide self-reporting for all data elements required by the business, the USPS & the PRC. • Mail Preparation _ Current rules do not encourage mail to be prepared to maximize USPS induction. Participants could prepare FSS mail in FSS Trays that allow direct induction at FSS machines. • Mail Induction_ Current rules do not encourage mail to be inducted to

	eliminate USPS peaks. Participants would induct mail to eliminate the Monday peak delivery day in accordance with the load leveling testing.
UAA Secured Destruction	The USPS currently has UAA Secure Destruction in trial – and is hoping to move to implementation in 2014. In 2015, offer an incentive to get customers using this service. Once customers are converted to UAA SD, they will be less likely to move away from it after a promotion. Mailers would be incented, during the promotion period, to mail First Class mailings using UAA Secure Destruction STIDs. The USPS would destroy these pieces following UAA SD processes, and mailers would not receive these pieces back when undeliverable. Mailers would only receive electronic notification that the piece was securely destroyed.
AEC 1 & 2	Offer this as a year-long promotion to try it for free. OR the USPS should just offer it for free. This would enable a benefit to the USPS as well as the mailers and would highlight if there are problems with it – why mailers aren't using it now.
Big Data Use	Evaluate how to enable use of USPS Big data and reverse engineer a product/service where the USPS can offer to mailers a notification/update to a bad address that many others also have in the system that is wrong. Example: With Bank of America, AT&T, Progressive – all sending to an address that is wrong – can't the USPS know this and tell us this somehow? Seems like there should be some way to help mailers with this scenario – to fix addresses that the customer or process has messed up somehow. Also this should help against fraud related addresses – and maybe help point this out as an additional benefit. Maybe this eventually turns out to be another product/service offered by the USPS – but how do we spur the USPS into thinking about how to use this data differently than they have in the past?
Color / Transpromo	In 2014, the USPS introduced promotions related to color and related to personalization. The next evolution in this process is a promotion related to color personalization (transpromo).
Augmented Reality	Do another Augmented Reality program offer – to continue to explore other solutions/offering for this technology type.
Click to Chat (Mobile Barcode)	Offer a click to chat option with using Mobile Barcode. This would be a way to keep the experience in a mobile environment, while offering solutions. In FCM this could be an option to help customers experiencing with problems – or needing additional info, etc.
NFC	Since the USPS had previously stated it was too early to do NFC in 2013 – it might be worthwhile revisiting in 2015.
ISIS	Something to do with payment with a mobile device and how this is tied to advertisement of doing so.

Earned Value (Courtesy Reply)	Continue the Earned Value promotion, previously offered in 2013 and 2014. Consider increasing the earned credit amount, to encourage mailers to find ideas to support increased use of reply mail.
Mobile Technology	As consumers and the mailing industry continue to become increasing familiar and comfortable with mobile technology, encourage the marriage of digital & print environments with another QR code promotion. Don't make the promotion overly complex with requirements on the "use" of the technology (i.e. branded, color, click-to-call, etc.). Simply encourage best practices (call to action, mobile-optimized, etc.).

- **Additional submissions:** Members were encouraged to submit additional ideas to Krista Becker.
- **Next Meeting:** The next meeting of MTAC User Group #8 has been scheduled for January 21, 2014 at 11 AM.