

# **MTAC User Group #8**

## **Mailing Promotions**

**June 10, 2014**

**Co-Lead Industry: Rose Flanagan**

**Co-Lead Industry: Sush Parikh**

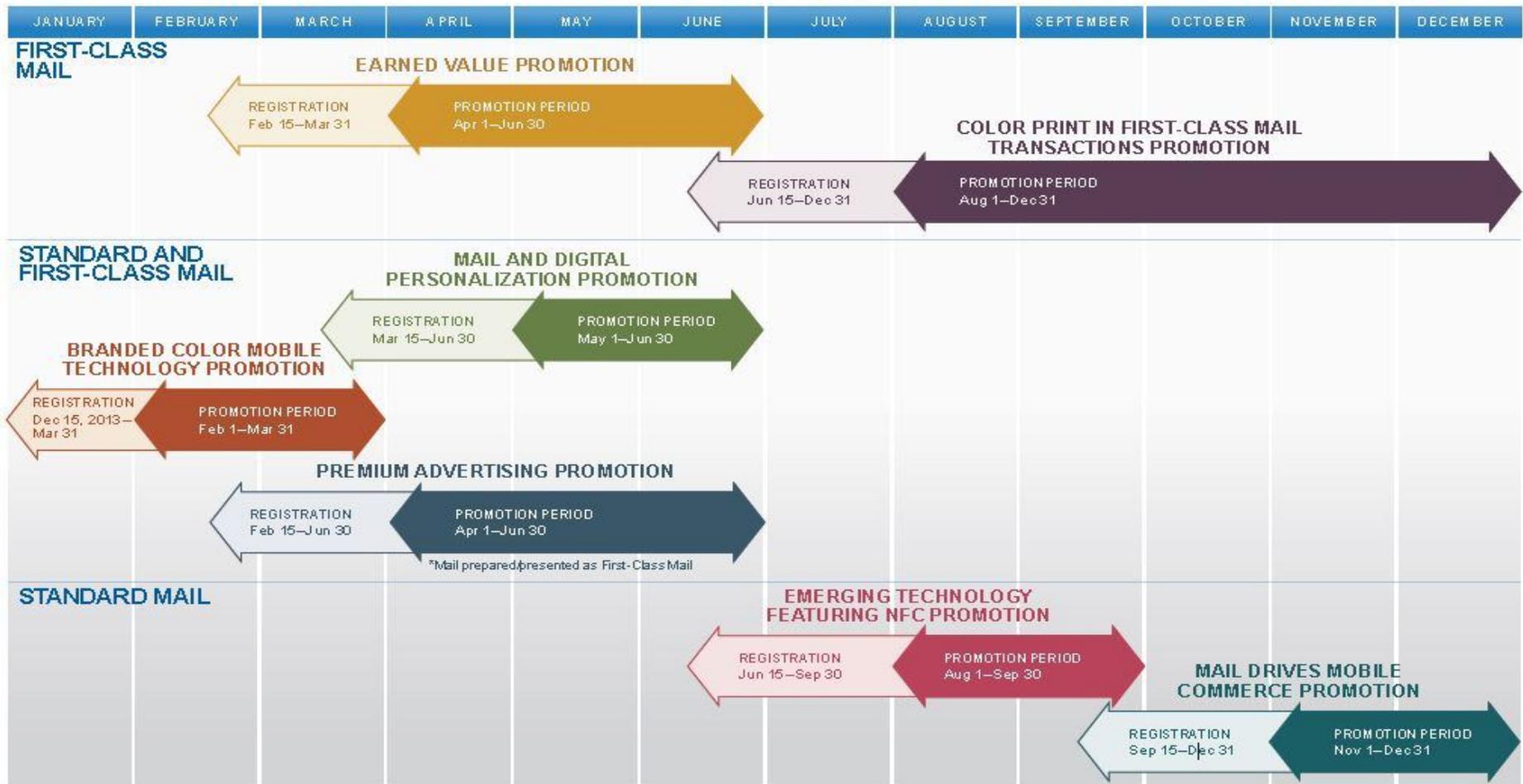
**Lead USPS: Krista Becker**

- **2014 Promotions Update**
- **Other Updates**
- **Feedback Needed**



# 2014 Promotions

## USPS® 2014 PROMOTIONS CALENDAR



## ▪ **Earned Value Promotion**

- **574 customers enrolled. Registration ended March 31.**
- **Counting of reply mail pieces (promotion period) started April 1 and will go through June 30.**
- **Credits will be released on August 25, 2014**
- **Credits will expire on January 31, 2015**

## ▪ **Premium Advertising Promotion**

- **Registration closes and Promotion ends on June 30, 2014**
- **Mailings that claim Premium Ad discount and Personalization discount – 2% will be rebated at end of promotion period (15% will be discounted at time of mailing)**
- **Patch done to support older software, effective as of April 6th**
  - **Mail.XML versions 13.0A and 13.0B – use CCR value IV**
  - **Mail.dat version 13.1 – use CCR value IV**
  - **All other versions – use CCR value AD**

- **Color in First-Class Mail Transactions Promotion**
- **Registration Period June 15 through December 31, 2014**
- **Promotion Period August through December 31, 2014**
- **CCR for Color Print as follows:**
  - **Mail.dat 13-1 and Mail.XML 13.0A/13.0B, the value “MT” is supported from August 1st through August 24th.**
  - **Mail.dat 14-1 value “CP” is supported from August 1 and onward.**
  - **Mail.dat 14-2 value “CP” is supported from Sept 7 and onward.**
  - **Mail.XML 15.0A, value “CP” is supported from August 1 and onward.**
  - **Mail.XML 16.0 value “CP” is supported from Sept 7 and onward.**
- **Webinar scheduled for Thursday, June 12, 2014 at 3:00 p.m. EDT**

- **Mail and Digital Personalization Promotion**
  - Registration opened March 15, promotion begins May 1
  - Recorded Webinar is available on RIBBS
- **Emerging Technology Promotion**
  - Registration opens June 15th
  - Recorded webinar available on RIBBS
- **Mail Drives Mobile Commerce Promotion**
  - Requirements are posted on RIBBS

## User Group #8 Survey

- **6 – 10 questions**
- **Survey will be sent using Survey Monkey today**
- **Responses due in 2 weeks**

## Proposed 2015 Promotions

- **Status: developing business case for executive approval**
- **Potentially longer time frames for promotions**

## Current List of Promotions Ideas

### ■ First-Class Fundraising Promotion

- Encourages participants to use First-Class Mail® for their fundraising activities.

### ■ First-Class Mail Color/Transpromo Promotion

- Continue to grow the value of First-Class Mail and encourage mailers to invest in color print technology for bills/statements

### ■ Alternate Postage Promotion

- Build awareness and stimulate usage of one of our newest and most exciting products.

### ■ Holiday Mobile Shopping Promotion

- Demonstrate how direct mail, combined with mobile technology, continues to be a convenient method for consumers to do their shopping

## Continued

### ■ Mail and Mobile Technology Integration

- Promote use of mobile-print technology that allows a recipient to either download an app or ties into a rewards/loyalty program

### ■ 2015 Earned Value Reply Mail

- Slow the decline of First-Class Mail (BRM and CRM) pieces through a postage credit for each returned mailpiece

### ■ Advanced or Emerging Technologies Promotion

- Encourage the use of “enhanced” augmented reality or standard NFC technology in mailing campaigns

### ■ Catalogs Drive Action Promotion

- Use findings from catalog innovation study to encourage mailers to use multi-channel marketing and enhancements that demonstrate power of direct mail to drive consumer action

## Proposed First-Class Fundraising Promotion

- Eligible mailpieces must be solely for fundraising solicitations and donations.
- Mailpiece must contain a BRM or CRM enclosure.
- Longer time frame – possibly all year
- 10 - 15% upfront discount on First-Class Mail letters
- Need feedback on potential interest

# Discussion