

Meeting Notes
MTAC User Group #8: Mailing Promotions
Teleconference: July 29, 2014

Introductions

2014 Promotion updates

- *Earned Value Promotion*--ended on June 30th
 - Discussion around credits
 - Is there a deadline for claiming credits? August 4th was the original date
 - There will be an official email going out about when to start using credits
 - Is there a minimum time to use credits?
 - Can credits be used on August 25/26? If not, when?
 - Elke to provide Danielle with the latest information about the credits and Danielle will send out to UG8. **Follow up response below:**
 - *When we release the credit from the 2014 Earned Value promotion on or shortly after August 25, it can be used immediately. However, if there is any credit remaining from the 2013 promotion, the systems are configured to use that credit before accessing any credits earned in 2014. Any credits earned during the 2014 promotion are set to expire on January 31, 2015.*
- *Mail and Digital Personalization Promotion*--ended on June 30th
 - 43 customers participated
 - Over 160 million pieces claimed the discount
 - Total discount amount was less than \$1million
- *Premium Advertising Promotion*--ended on June 30th
 - 37 customers participated
 - Over 32 million mailpieces claimed the discount
 - Total discount amount was approximately \$2million
- *Post Promotion Surveys*
 - Surveys for these promotion going out within the next weeks
 - Mail & Digital going out by end of week
 - Surveys go to contact person who registered for the promotion
 - Are we reaching the right person?
 - Can we go through eDoc to get the MSP information?
 - What about clients who use multiple MSPs?
 - Suggestion to do a separate survey specifically for MSPs—right now the surveys have a marketing results focus that MSPs can't answer and they are asked to forward it
 - There are other issues that MSPs face with the promotions that we can ask about
 - **Danielle to follow up on developing a separate survey and will solicit feedback and suggestions about questions from UG8 members**
- *Upcoming 2014 Promotions*
 - Color in First Class Mail Transactions Promotion—starts August 1st
 - 53 fully enrolled, 28 mailers with enrollments in progress
 - Emerging Technology Promotion—starts August 1st
 - 67 mailers fully enrolled, 8 mailers with enrollments in progress
 - Mail Drives Mobile Commerce Promotion—starts November 1st—registration Sept. 15th
 - Webinar information coming soon

User Group 8 Survey

- Danielle reviewed results of the survey sent to UG8 members
- *Topic: Membership in UG8*
 - Survey found that leadership should encourage participation in UG8 from mail owners who are more directly involved in the marketing decision making in their companies mail campaigns
- *Topic: Post Promotion Surveys*
 - Survey found that we should send out post promotion survey's between 4-6 weeks after the promotion end date
 - Not all post promotion surveys are being completed
 - Discussions—are there repercussions if mailers don't complete the survey?
 - We cannot penalize/restrict participation because the survey may not have been sent to the correct person; the person may have left the company, etc.
- *Topic: Full Service Requirement*
 - Full service IMb is a requirement to participate in the promotions
 - 92% of respondents were already compliant. 1 had to make changes in order to participate. 1 said that they couldn't participate because of the requirement
- *Topic: Misc.*
 - Two topics of most interest: Promotion Communications and Technical Specifications

Proposed 2015 Promotions

- Danielle reviewed the proposed 2015 promotions
 - First-Class Mail Color/Transpromo Promotion
 - Mail Drive Mobile Engagement Promotion
 - 2015 Earned Value Reply Mail
 - Advanced or Emerging Technologies Promotion
- Promotions will span January 1-December 31
- Individual promotions will run longer—some up to 6 months

2016 Promotions

- The promotion ideas template is attached for UG8 members to begin providing ideas for 2016 promotions (**see attachment below**)
- Completed forms should be sent to: MailingInnovations@usps.gov



2016 template for
promotion suggestion

Incentive Program Pre-Production Environment

- Rose Legaspi led a live demonstration
- Used to test that the Earned Value credits are being applied correctly
- Data in this environment is through June
- Presentation slides can be found on RIBBS at:
 - https://ribbs.usps.gov/intelligentmail_presentations/documents/tech_guides/ProgramRegistrationPreProductionIncentivesEnrollmentUserGuide.pdf