

Standard Mail Focus Group – Product Development

MTAC

August 15, 2012

- **Pulse of Industry**
- **Promotions**
- **Every Door Direct Mail**
- **Other Discussion Topics**

□ Here is what we see:

FY2012 Volume vs SPLY

Qtr1 Qtr2 Qtr3 Q3 YTD

➤ **High Density &
Saturation Letters**

-11.2% +4.9% +2.4% -1.7%

➤ **High Density &
Saturation Flats & Parcels**

-2.5% +0.8% +5.4% +1.1%

➤ **Carrier Route**

-11.9% -3.0% +8.1% -4.1%

➤ **Flats**

-13.6% -13.7% -10.3% -12.7%

➤ **Letters**

-7.8% -7.2% -8.3% -7.8%

➤ **Total Standard Mail**

-7.5% -5.0% -4.0% -5.7%

**2011
Mobile
Barcode
Promotion**

**2012
Mobile
Commerce
and
Personalization
Promotion**

**2012
Holiday
Mobile
Shopping
Promotion
*(Approved by
PRC Aug 7)***

**2013
Promotional
Calendar
*(Several
promotions under
consideration)***

July-Aug 2011

- Encouraged first use of mobile barcodes
- Increased barcode use from 1-2% to 34% STD Mail (2B pcs) and 5% FCM (188M pcs)

July-Aug 2012

- Mobile barcode or PURL linked to mobile-optimized purchasing site

Nov 2012

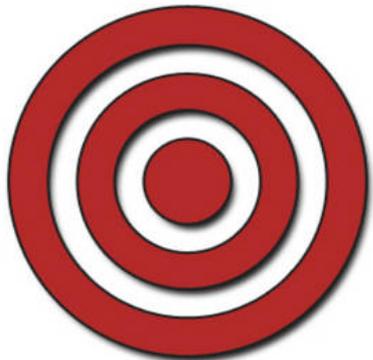
2013

- **Customers creatively including mobile with mail**

- **Participation Through Aug 10:**
 - **Nearly 800 customers**
 - **24,000 mailings**
 - **over 2 B mailpieces (93% STD Mail)**
 - **Many industries (Retail, Catalog, Financials)**

- **Addressing customer inquiries**
 - **Eligibility**
 - **Registration**
 - **Discount Implementation**

- **November 7-21 (two weeks)**
- **2% discount, mobile technology on mailpiece**
 - **Must link to mobile-optimized purchasing site**
- **Additional 1% discount for PM fulfillment**
- **Offers & mobile links in consumer's hands for Cyber Week 2012**
 - **\$6B in shopping revenue, 2011**
 - **3 all-time record online spending days, 2011**



- **TARGETS**
- **E-tailers, Retailers**

- Series of promotions communicated upfront*
- Lead industry, encourage best practices

2013



FEBRUARY-MARCH

- **Coupons—Mobile Integration**
 - Local & national retailers & businesses
- **Click-to-Call**
 - Insurance, Financial, SMB



MAY-JULY

- **CRM/BRM Earned Value**
 - Financials, Catalogers, Publishers



AUGUST-SEPTEMBER

- **Emerging Technologies**
 - Retailers, e-tailers & catalogers
- **Samples**
 - CPGs, Retailers
- **Picture Permit**
 - Existing customers



NOVEMBER-DECEMBER

- **Buy-It-Now**
 - Retailers, e-tailers & catalogers



- TARGETS
- Varies by promotion, see above

*BOG & PRC approval pending

EDDM Update

EDDM – USPS.COM Alignment

Enhancements (Target Date Late August 2012):

- **Customer now will be required to sign in before checkout (no demo needed)**
- **Log in or sign up via .com (customer registration) or Business Customer Gateway**
- **Search based on ESRI mapping location not through AMS (i.e., mailable address not required for search)**
- **Sort search results by zip/ residential /business.**
- **Color coded routes will help define selections.**
- **Map placement larger and to the right of search parameters – no longer location based searches only.**

Enhancements (Target Date Late August 2012):

- **Search parameters “accordion style” on left hand side of page**
- **Editable search parameters throughout process prior to checkout**
- **30 day mailing calendar**
- **Shopping Cart specific to EDDM, no mixed carts**
- **Pay online or pay at retail or pay through trust account (BMEU only)**
- **Credit Card acceptance online and at retail (Interim POS Solution)**
- **Parts of PS forms and Facing Slips will be populated.**
- **Separate BMEU Flow**

Enhancements (Target Date November 2012):

- **Mailing History – view past orders or recreate past orders**
- **Real-time feeds between POS and EDDM tool**
- **Save for later**

Search location

*Enter street address, city and state, or ZIP Code™

123 Elm St. NW, Popperville, NH 32123

Search

Select deliveries

Hide BMEU Advanced ▲

Select address types

Business Residential

Select route type:

City Rural/Highway P.O. Boxes

Mailing type **B**

Flats Marketing Parcels

Drop-off location

None - \$0.197 **C**

Number of deliveries Ex. 2500 **APPLY**

<input type="checkbox"/>	20010-C007	258	142	400	\$245.00
<input type="checkbox"/>	20010-C008	258	142	400	\$245.00
<input type="checkbox"/>	20010-C009	258	142	400	\$245.00
<input type="checkbox"/>	20010-C010	258	142	400	\$245.00
<input type="checkbox"/>	20010-C011	258	142	400	\$245.00

Deliveries selected **0**

Approximate cost **\$0.00**

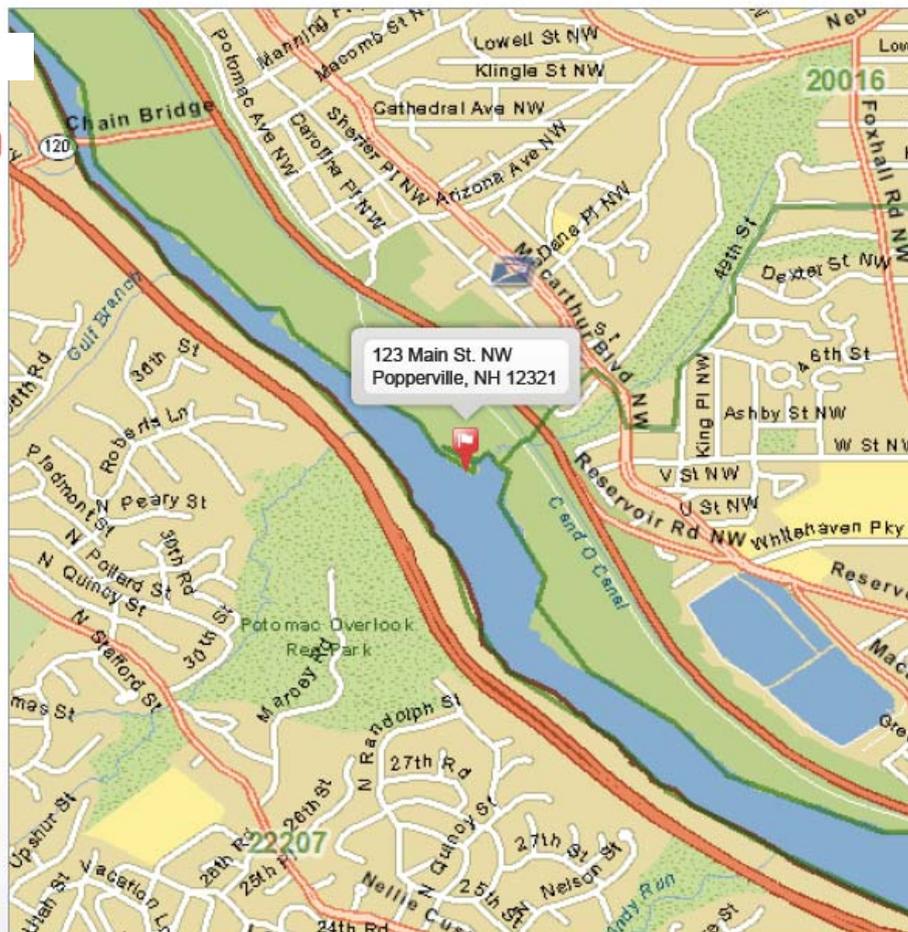
Continue

Select drop off date

Confirmation

Enter in
your
search
criteria

Select
delivery
information



123 Main St. NW Popperville, NH...

Select deliveries

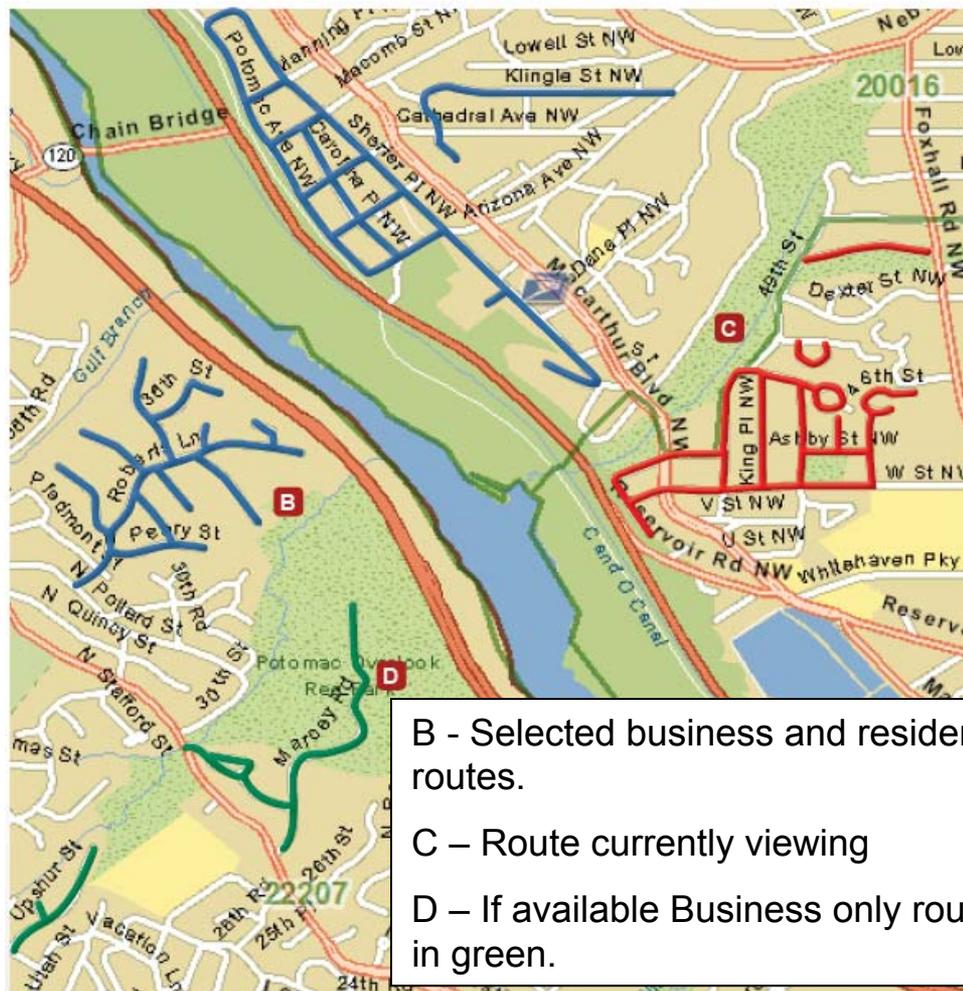
Advanced

<input type="checkbox"/>	ROUTE	RES	BUS	ALL	COST
B <input checked="" type="checkbox"/>	20010-C001	258	142	400	\$245.00
<input checked="" type="checkbox"/>	20010-C002	258	142	400	\$245.00
<input checked="" type="checkbox"/>	20010-C003	258	142	400	\$245.00
D <input checked="" type="checkbox"/>	20010-C004	0	400	400	\$245.00
C <input checked="" type="checkbox"/>	20010-C005	258	142	400	\$245.00
<input type="checkbox"/>	20010-C006	258	142	400	\$245.00
<input type="checkbox"/>	20010-C007	258	142	400	\$245.00
<input type="checkbox"/>	20010-C008	258	142	400	\$245.00
<input type="checkbox"/>	20010-C009	258	142	400	\$245.00
<input type="checkbox"/>	20010-C010	258	142	400	\$245.00
<input type="checkbox"/>	20010-C011	258	142	400	\$245.00

 Deliveries selected
Approximate cost

2000
\$1225.00

Continue



B - Selected business and residential routes.

C - Route currently viewing

D - If available Business only routes will be in green.

Select your routes

- **Direct Mail Symposiums**
- **Mail Works Guarantee**
- **Other Sales Initiatives**