Standard Mail Focus Group – Product Development

MTAC

November 28, 2012

Agenda

- Pulse of Industry
- 2013 Price Change Update
- Promotions
- Every Door Direct Mail
- Other Discussion Topics

Pulse of the Industry

- Industry Update on activity in marketplace

Pulse of the Industry

- Here is what we see:

	FY2012 Volume vs SPLY				
	Q1	Q2	Q3	Q4	FY
High Density & Saturation Letters	-11.5%	+4.7%	+2.4%	-0.8%	-1.6%
High Density & Saturation Flats & Parcels	-0.5%	+0.9%	+5.2%	+6.7%	+3.0%
Carrier Route	-11.9%	-3.0%	+8.0%	+3.5%	-2.3%
Flats	-13.7%	-13.7%	-10.4%	-11.6%	-12.4%
Letters	-8.3%	-7.6%	-9.1%	-10.1%	-8.8%
Total Standard Mail	-7.6%	-5.3%	-4.5%	-5.3%	-5.8%

- **2013 Price Change Update**

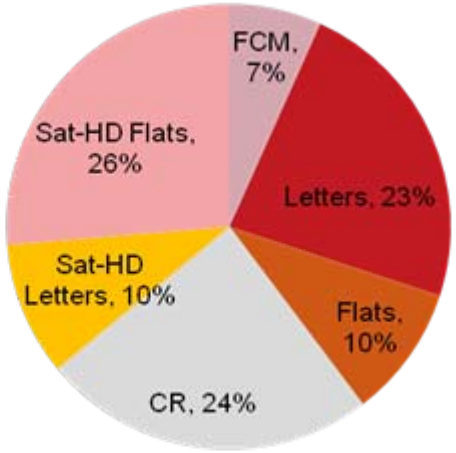
Mail Promotions

July-Aug 2011	July-Aug 2012	Nov 2012	2013
2011 Mobile Barcode Promotion	2012 Mobile Commerce and Personalization Promotion	2012 Holiday Mobile Shopping Promotion	2013 Promotional Calendar

2012 Mobile Commerce & Personalization Promotion

- Participation Results
  - Nearly 1,100 customers and over 42,000 mailings
  - 24% of Standard Mail (3.2B pieces)
  - 3% of First-Class presort mail (0.2B pieces)
  - 3% of participating volume paid non-profit postage
- $14.8 M in discounts

Over 3.4 B mail pieces

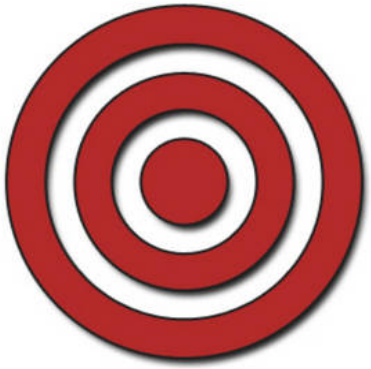


2012 Mobile Commerce & Personalization Promotion

- Survey Findings - 266 responses to survey
  - Creating mobile optimized site was biggest challenge
  - 28% of respondents had to make changes to their web site
    - 16% said changes were prompted by promotion
    - Additional 7% said they accelerated their plans
  - More direct mail was the most likely response when asked what they planned to do with savings
  - 38% of respondent perceive USPS as being more innovative

2012 Holiday Mobile Shopping Promotion

- **November 7-21 (two weeks)**
- **2% discount, mobile technology on mailpiece**
  - **Must link to mobile-optimized product purchasing site**
- **Additional 1% discount for PM fulfillment**



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

2012 Holiday Mobile Shopping Promotion

- Preliminary Results
  - Over 330 customers participating
  - 1 B pieces participating
  - Over $4.6 M in discounts
  - Few customers have registered for additional 1% discount for PM fulfillment
    - Register by Dec 1
  - Look for Promotion survey by Dec 7

2013 Promotions Calendar

- Approved by PRC Nov 16
- Series of promotions communicated upfront
- Lead industry, encourage best practices

2013

MARCH-APRIL *

- Direct Mail Mobile Coupon
- Click-to-Call

Registration
Jan 15 – Apr 30**
Promotion Period
Mar 1 – Apr 30

Detail Requirements available on RIBBS by Nov 30.

APRIL-JUNE

- Earned Value CRM/BRM

Registration
Jan 15 – Mar 31**
Promotion Period
Apr 1 – Jun 30

AUGUST-SEPTEMBER

- Emerging Technologies

Registration
Jun 15 – Sep 30 **

- Product Samples

Registration
May 1 – Sep 30**

- Picture Permit

Registration
Jun 1 – Sep 30**

Promotion Period (all)
Aug 1 – Sep 30

NOVEMBER-DECEMBER

- Buy-It-Now

Registration
Sep 15 – Dec 31**
Promotion Period
Nov 1 – Dec 31

**Planned dates

EDDM Update

EDDM Tool – USPS.COM

Updates in September & November 2012:

- **Sort search results by zip/ residential /business**
- **30 day mailing calendar**
- **Expanded payment options**
- **Parts of PS forms and Facing Slips will be populated**
- **Separate BMEU Flow**
- **Added a Map Key Defining CR Colors**
- **Save Query for Later Access Option**
- **Activity history for All Orders Created with Online Tool**
- **Option to Repeat an Order**

Other Discussion Topics