

2012 Mobile Commerce and Personalization Promotion

MTAC

February 15, 2012



Mobile Commerce & Personalization Promotion

■ Objective

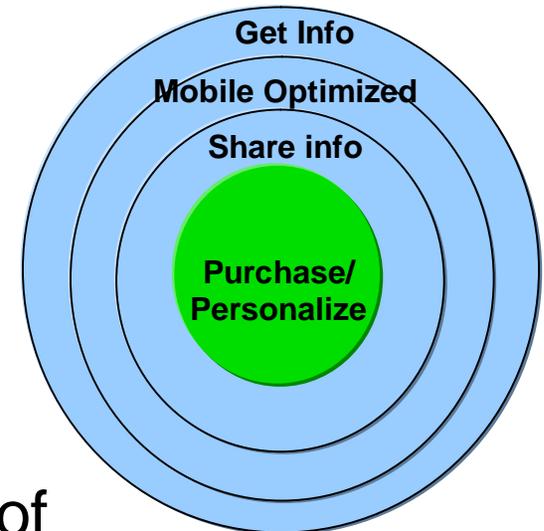
1. **PROMOTE** new values of mail
2. To incent mailers to invest in mobile barcodes

■ For What?

1. Mobile shopping enabled by Mobile barcode
2. Encourage a best practice technique of mobile & mail: sending to personalized site

■ How?

1. Upfront 2% discount on commercial First-Class and Standard Mail containing a mobile barcode

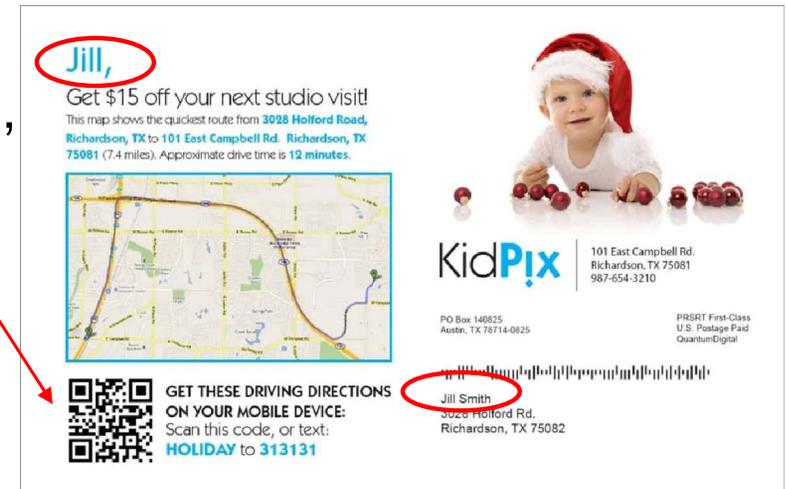




Mobile Commerce & Personalization Promotion

■ Mobile Barcode Personalization

- Barcode when scanned links to a unique, personalized web page
 - Dynamic content based on:
 - Prior behavior, life stage, segmentation, demographics, previous provided info.....
- Integration of personalization and mobile achieves greater success.
 - “Response rates are reportedly up to 5%, versus typical industry averages of 2%-3%”*
 - Allows for easy analytics, because marketer knows exactly who responded



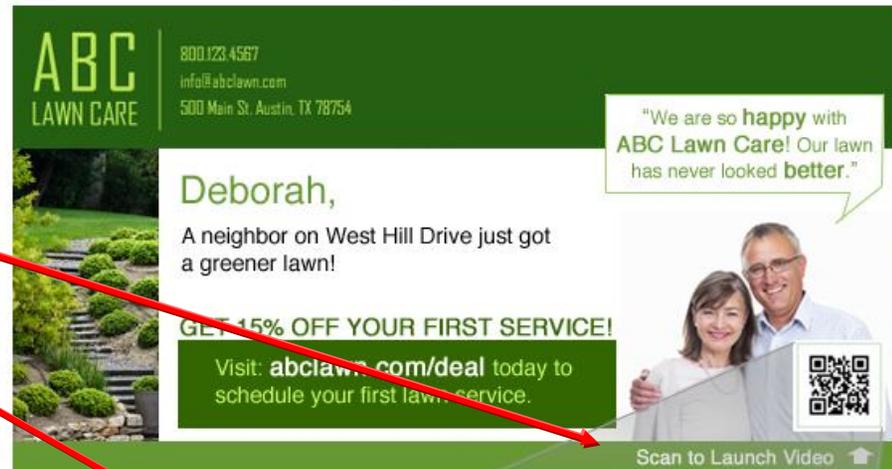
*eMarketing & Commerce, Why Marketers use PURLS



Promotion Requires Best Practices

■ Mobile barcode best practices must be used

- Directional copy required
- Must link to mobile optimized site
- Must link to site relevant to content of mail piece
- Recommend use of software platform to track responses





Next Steps

- | | |
|----------------------------|-----------|
| ▪ Anticipated PRC Approval | Mid-April |
| ▪ Start Registration | May 1 |
| ▪ Promotion Start Date | July 1 |
| ▪ Promotion End Date | August 31 |