Standard Mail Focus Group – Product Development

MTAC

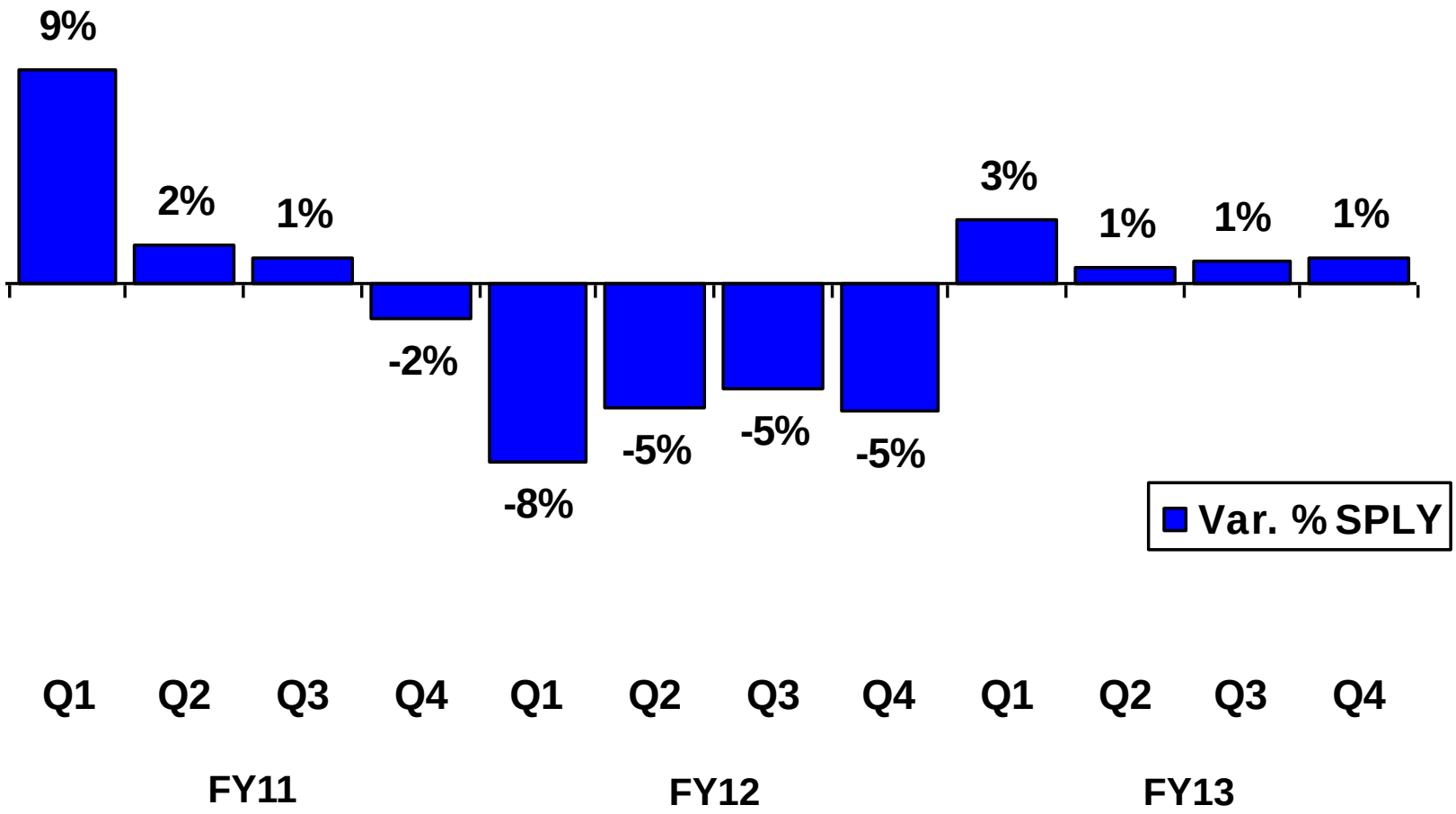
November 20, 2013

Agenda

- Pulse of Industry
- Promotions
  - 2013 Promotional Calendar Update
  - 2014 Promotions
- Other Discussion Topics

Pulse of the Industry

Standard Mail Volume Change



Pulse of the Industry

Volume over SPLY (%)

	FY13Q1	FY13Q2	FY13Q3	FY13Q4	FY13 Total
High Density and Saturation Letters	8.1	(1.1)	(2.4)	6.4	2.7
High Density and Saturation Flats * and Parcels	9.7	3.3	3.8	1.3	4.6
Carrier Route	18.4	2.2	(3.1)	(4.9)	4.2
Flats	(4.1)	(5.7)	(7.4)	(8.2)	(6.3)
Letters	(0.8)	1.2	2.1	3.0	1.3
Total Standard Mail	2.7	0.7	1.0	1.2	1.5

** Includes EDDM Retail – FY13 Total Volume over SPLY (%) = 116.4*

MTAC User Group #8

- Initial meeting December 3rd
  - Co-Lead Industry, Rose Flanagan, Data Mail/MTAC Product Development Industry Lead
  - Co-Lead Industry, Sush Parikh, AT&T
  - Co-Lead USPS, Krista Becker
  - USPS MEPT Representative (TBD)
- Group meets monthly (or bi-monthly if needed)
- Discuss mailing promotion ideas and implementation issues surrounding current promotions

UNITED STATES POSTAL SERVICE®

2013 Promotions

JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER

DIRECT MAIL MOBILE COUPON & CLICK-TO-CALL

REGISTRATION Jan 15–Apr 30

PROMOTION PERIOD Mar 1–Apr 30

Include direct mail mobile coupons and/or click-to-call functionality to get an upfront **2% postage discount**.*

PRODUCT SAMPLES

REGISTRATION May 1–Sept 30

PROMOTION PERIOD Aug 1–Sept 30

Get a **5% upfront postage discount** when you run a qualifying product sample direct mail campaign.*

MOBILE BUY-IT-NOW

REGISTRATION Sept 15–Dec 31

PROMOTION PERIOD Nov 1–Dec 31

Integrate mobile shopping technology into your mail campaigns and get an **upfront 2% postage discount**.*

PICTURE PERMIT™

REGISTRATION Jun 1–Sept 30
Suggested Image Approval Process starts in Jan

PROMOTION PERIOD Aug 1–Sept 30

Increase the visibility and impact of your mailings—and **save up to 2 cents per piece**—when you use a Picture Permit™ imprint indicia on your outgoing mail.*

EARNED VALUE REPLY MAIL

REGISTRATION Jan 15–Mar 31

PROMOTION PERIOD Apr 1–Jun 30

Increase your response rates and get **2 cents back** on every reply when you include First-Class™ CRM/BRM envelopes in your outgoing mail.*

EMERGING TECHNOLOGIES

REGISTRATION Jun 15–Sept 30

PROMOTION PERIOD Aug 1–Sept 30

Use innovative technologies—like near-field communication, augmented reality, and authentication—in your mailings and get a **2% discount**.*

*Restrictions apply. Promotion details are subject to change.

For more information, visit ribbs.usps.gov/mobilebarcode/

© 2012 United States Postal Service® All Rights Reserved.
The Eagle Logo is among the many trademarks of the U.S. Postal Service.®
SKU 12SUPCAL001

2013 Promotions

Earned Value Promotion

- Customers earned about $10.7 million in credits
- 68% of acquired credits have been used:
  - 70% for FCM mailings
- Customer Survey Results
  - 277 responses (114 MSPs, 163 mail owners)
  - 63% had never participated in a promotion
  - 65% enrolled to reduce mailing costs
  - Approx 10% increased outgoing reply mail pieces as part of the promotion
  - One third said they would increase their mail volumes due Earned Value credit

UNITED STATES POSTAL SERVICE®

2013 Promotions

JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER

DIRECT MAIL MOBILE COUPON & CLICK-TO-CALL

REGISTRATION
Jan 15–Apr 30

PROMOTION PERIOD
Mar 1–Apr 30

Include direct mail mobile coupons and/or click-to-call functionality to get an upfront **2% postage discount**.*

PRODUCT SAMPLES

REGISTRATION
May 1–Sept 30

PROMOTION PERIOD
Aug 1–Sept 30

Get a **5% upfront postage discount** when you run a qualifying product sample direct mail campaign.*

MOBILE BUY-IT-NOW

REGISTRATION
Sept 15–Dec 31

PROMOTION PERIOD
Nov 1–Dec 31

Integrate mobile shopping technology into your mail campaigns and get an **upfront 2% postage discount**.*

PICTURE PERMIT™

REGISTRATION
Jun 1–Sept 30
Suggested Image Approval Process starts in Jan

PROMOTION PERIOD
Aug 1–Sept 30

Increase the visibility and impact of your mailings—and **save up to 2 cents per piece**—when you use a Picture Permit™ imprint indicia on your outgoing mail.*

EARNED VALUE REPLY MAIL

REGISTRATION
Jan 15–Mar 31

PROMOTION PERIOD
Apr 1–Jun 30

Increase your response rates and get **2 cents back** on every reply when you include First-Class™ CRM/BRM envelopes in your outgoing mail.*

EMERGING TECHNOLOGIES

REGISTRATION
Jun 15–Sept 30

PROMOTION PERIOD
Aug 1–Sept 30

Use innovative technologies—like near-field communication, augmented reality, and authentication—in your mailings and get a **2% discount**.*

*Restrictions apply. Promotion details are subject to change.

For more information, visit ribbs.usps.gov/mobilebarcode/

© 2012 United States Postal Service® All Rights Reserved.
The Eagle Logo is among the many trademarks of the U.S. Postal Service.®
SKU 12SUPCAL001

2013 Promotions

Emerging Technologies Promotion

- **August 1- September 30**
  - Approximately 90 participants
  - Over 1 billion mailpieces qualified for promotion
  - Over $4.5 M in discounts
  - 8% of eligible Standard Mail volume received the discount
  - Most participants used Augmented Reality
  - Customer surveys being completed

2013 Promotions

Product Samples Promotion

- **August 1- September 30**
  - 520k mailings received discount
  - Over $500,000 in discounts
  - 14% of total marketing parcel volume received discount
  - Limited customer participation
    - Promotion timing & production time made it difficult customers to plan participation
    - eVS constraint
  - Mailers who did participate used the savings to mail more volume
  - Expect additional insights from surveys being completed this month

2013 Promotions

Picture Permit Promotion

- 10 - mailers enrolled
- 343,461 = volume mailed
- $4,830 = Picture Permit fees waived

UNITED STATES POSTAL SERVICE®

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER

DIRECT MAIL MOBILE COUPON & CLICK-TO-CALL

REGISTRATION Jan 15–Apr 30

PROMOTION PERIOD Mar 1–Apr 30

Include direct mail mobile coupons and/or click-to-call functionality to get an upfront **2% postage discount**.*

PRODUCT SAMPLES

REGISTRATION May 1–Sept 30

PROMOTION PERIOD Aug 1–Sept 30

Get a **5% upfront postage discount** when you run a qualifying product sample direct mail campaign.*

MOBILE BUY-IT-NOW

REGISTRATION Sept 15–Dec 31

PROMOTION PERIOD Nov 1–Dec 31

Integrate mobile shopping technology into your mail campaigns and get an **upfront 2% postage discount**.*

PICTURE PERMIT™

REGISTRATION Jun 1–Sept 30
Suggested Image Approval Process starts in Jan

PROMOTION PERIOD Aug 1–Sept 30

Increase the visibility and impact of your mailings—and **save up to 2 cents per piece**—when you use a Picture Permit™ imprint indicia on your outgoing mail.*

EARNED VALUE REPLY MAIL

REGISTRATION Jan 15–Mar 31

PROMOTION PERIOD Apr 1–Jun 30

Increase your response rates and get **2 cents back** on every reply when you include First-Class™ CRM/BRM envelopes in your outgoing mail.*

EMERGING TECHNOLOGIES

REGISTRATION Jun 15–Sept 30

PROMOTION PERIOD Aug 1–Sept 30

Use innovative technologies—like near-field communication, augmented reality, and authentication—in your mailings and get a **2% discount**.*

*Restrictions apply. Promotion details are subject to change.

For more information, visit ribbs.usps.gov/mobilebarcode/

© 2012 United States Postal Service® All Rights Reserved.
The Eagle Logo is among the many trademarks of the U.S. Postal Service.®

SKU 12SUPCAL001

Mobile Buy It Now Promotion

Initial Results (as of 11/12)

Enrollment: 450 mailers

Participating: 188 mailers

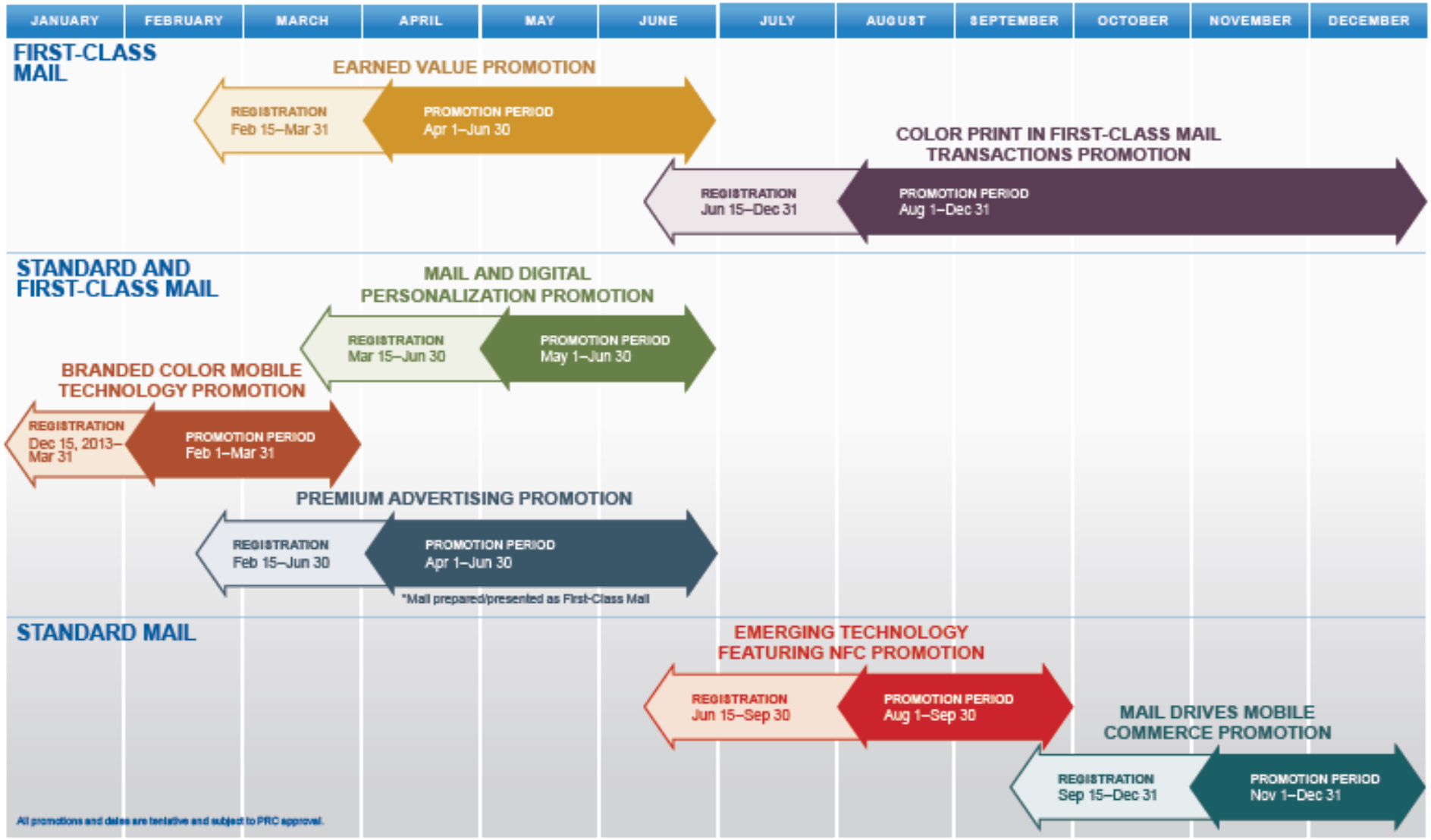
Volume: 522 million mailpieces

Discount: $2.4 million

2014 Promotions

Pending PRC approval

Proposed 2014 Promotions



Pending PRC approval

General Updates

- PRC response expected by end of November
- Additional requirements posted on RIBBS by end of November/early December
- External webinar planned for early December
- Quick Start guide for enrollment available in early December

2014 Proposed Promotions

Branded Color Mobile Technology

- Registration opens December 15
- Promotion Period: February – March, 2014
- Eligible Mail:
  - Standard and Nonprofit Mail letters and flats
  - First-Class Mail presort and automation letters, cards and flats
- Discount: 2 percent per eligible mailpiece.
- Qualifying mailings must include either:
  1. A creative mobile barcode that incorporates ***one*** of the following:
     a) two or more colors set against a background *(other than black or white)*
     b) a trademark or graphic and at least one color *(other than black or white)*
  2. color digital image recognition technology

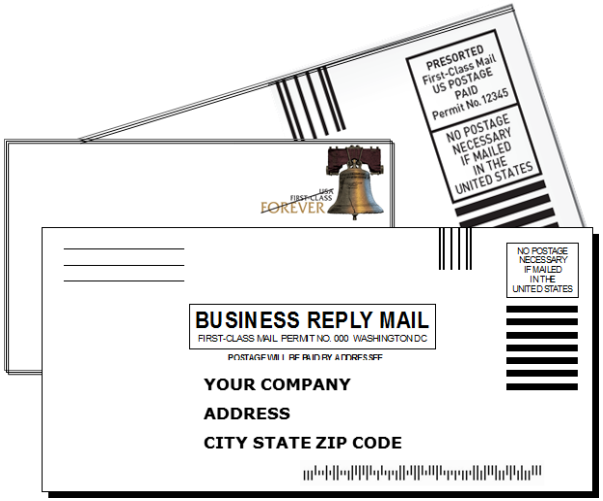
Scan here with your mobile device for more information.

NEW

- Full Requirements posted on RIBBS
- External Webinar planned for January 2014

Pending PRC approval

Earned Value Reply Mail Promotion



Encourage USPS customers to continue to provide Business Reply Mail® (BRM) and Courtesy Reply Mail™ (CRM) as options for consumers to communicate with them.

- Registration Period: February 15 – March 31
- Program Period: April 1 – June 30
- Credit
  - 2 cents credit per eligible, returned CRM or BRM mailpiece.
  - Participants in the 2013 Earned Value Promotion whose CRM and BRM counts increase in 2014 will receive 3 cents per eligible mailpiece
- Credit Receipt/Redemption
  - Credit will be applied to the mailer's Permit Imprint account

Pending PRC approval

2014 Proposed Promotions

Premium Advertising Product Promotion

The promotion offers an upfront discount on First-Class Mail postage on letters composed entirely of marketing or advertising content.

- Registration Period: Feb. 15 – June 30
- Promotion Period: April 1 – June 30
- Eligible Mail: First-Class Mail® presort and automation letters (IMb full-service mailings)
- Discount: 15% off presort FCM
- Eligible Participants: Customers who mailed $6 million or more in Standard Mail letter postage in FY 2013
- ***New*** Eligible Customers contacted by USPS by Dec 20,2013
- Postage Payment: Permit Imprint only

Pending PRC approval

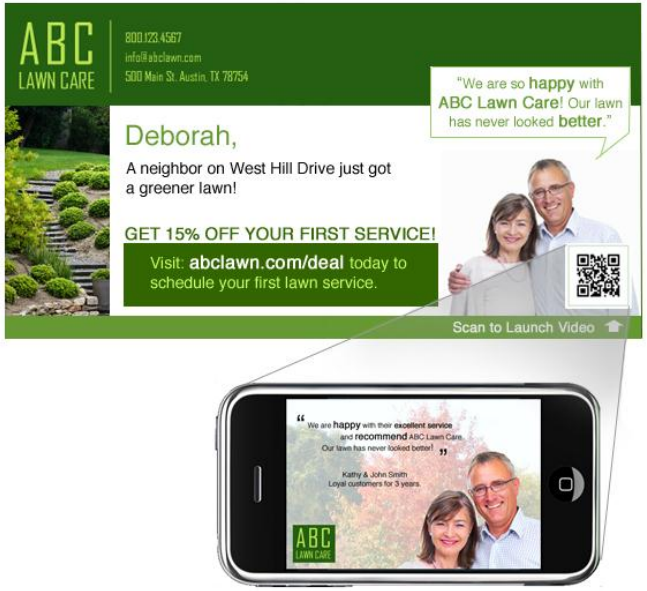
Mail & Digital Personalization Promotion

- Both the mailpiece and PURL/website must be customized and/or personalized to qualify for this promotion.
- **Registration: March 15 – June 30**
- **Promotion Period: May 1 – June 30**

- Eligible Mail:
  - Standard Mail letters and flats
  - Nonprofit Standard Mail letters and flats
  - First-Class Mail presort and automation letters, cards and flats
- Discount: 2% per eligible mailpiece.
- *NEW* Program requirements to be posted on RIBBS/usps.com in early December

Pending PRC approval

Mail & Digital Personalization Promotion



Mailpiece Requirements

- Must be relevant and highly personalized to the recipient, and
- Contents based on, information about the recipient such as:
  - Name
  - Age
  - Birthday
  - Buying behavior
  - Preferences
  - Online behavior
- Must contain PURL/print mobile technology directing recipient to website

Webpage Requirements

- Urls, or print-mobile technology must lead to a personalized landing page
- Destination webpage must provide highly personalized content
- Must have a unique url that enables the mailer the ability to track and monitor individual mail recipient response and web activity

Pending PRC approval

2014 Proposed Promotions

Color Print in First-Class Mail Transactions Promotion

Encourage FCM mailers to use color messaging on bills and statements

- Registration Period: July 15 – December 31
- Program Period: August 1 – December 31
- Eligible Mail: First-Class Mail® presort and automation letters (IMb full-service mailings)
- Upfront 2% postage discount
- Mailpiece must have <u>dynamic</u> color printing on the bill or statement
- Color messaging must be marketing or consumer information
  - ➢ Color inserts and pre-printed color paper stock, do not qualify
  - ➢ Color in transactional fields will not qualify

Pending PRC approval

Color Print in First-Class Mail Transactions Promotion

1. Pre printed color paper stock does not qualify

2. Color content is marketing or consumer information

3. Color messaging is dynamically printed

NewWorld Company
PIONEER VALLEY REGION

STATEMENT

Service Address
131 LOOP ROAD BLDG 91042
HURLBURT FL 32544

☎ 999 9999 – ACCOUNT ENQUIRIES 8:30AM TO 4:30PM
☎ 999 8888 – SERVICE ENQUIRIES 8:00AM TO 5:00PM

Total of last account	Processed since last account	Balance brought forward	New charges
	+	=	

Next statement date: –JAN–05
Account number: 544SI
Total amount due: $43.95

3035[MV–7]
16TH STREET MEDICAL GROUP : FIELDBT1
131 LOOP ROAD BLDG 91042
HURLBURT FL 32544

PART NUMBER	DESCRIPTION/DETAIL		REFERENCE
IS0012663	19–MAY–04 Invoice	18–JUN–04 ICABR2926	HURLBURT

Don't get fixed on a high-rate:
ARM rates are now as low as 2.50%* (2.977% APR)
Click here for more information.

Current	1–30 Days	31–60 Days	61–90 Days	Over 90 Days
$0.00	$0.00	$0.00	$0.00	$43.95

NOTE: This is not a bill, just a recap of your account. If you wish to make a payment, please use the payment slip below.

PAYMENT SLIP
Automatic Account Payment:
to apply contact **999 9999** or any **New World Store.**

Paying by Mail: Detach this payment slip.
Make checks out to: **NewWorld Medical Association.**
Please do not pin or staple check to payment slip.
Mail both to: **GPO BOX 100, Globecity 1000.**

In Person: Present this account intact at your local NewWorld Store

DATE:_____

Acct. No. 544SI

$

544SI

Pending PRC approval

2014 Proposed Promotions

Messaging at end of statement

Includes same header or footer as other pages

Messaging within contents of the bill/dynamically printed

Must appear as part of the statement

Pacific Gas and Electric Company — WE DELIVER ENERGY.™ — Energy Statement

JOHN SMITH
123 YOUR STREET
CITY STATE AREA CODE

ELECTRIC ACCOUNT DETAIL

Service ID #: 0123456789
Billing Days: 30 days

Charges
Rate Schedule: NEMS XB
02/14/2011 - 03/16/2011
Net Charges $12.28

Taxes and Other
Utility Users' Tax (5.000%) $0.60

TOTAL CHARGES $12.88 11

Usage Comparison	Days Billed	Kwh Billed	Kwh per Day
This Year	30	0	0.0
Last Year	30	0	0.0

Page 4 of 4

Pending PRC approval

Emerging Technology Promotion

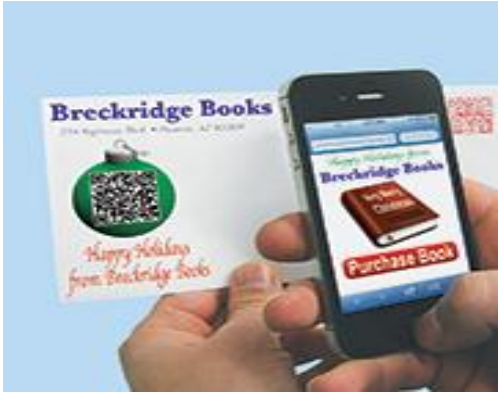
Emerging Technology Promotion. Potential existing or new technologies to highlight are:

- Near Field Communication (NFC)
- Other potential technologies still being considered

All promotions and dates are tentative and subject to final USPS & PRC approval.

2014 Proposed Promotions

Mail Drives Mobile Commerce Promotion



Encourage marketers to use state of the art mobile purchasing technology with direct mail.

- Mailpieces must include print/mobile technology that directs to:
  - Mobile-optimized shopping experience
  - Streamlined checkout: Ability to purchase in 1 – 2 clicks

- Promotion Period: November 1 – December 31
- Eligible Mail: Standard and Nonprofit Mail letters and flats
- Discount: 2% per eligible mailpiece
- Priority Mail Fulfillment Rebate: Additional 1% Standard Mail postage rebate

Pending PRC approval

2014 Saturation and High Density Incentive

Pending PRC approval

2014 Saturation & High Density Incentive

Program Period: January 1 – December 31, 2014

Eligibility Requirements:

- Eligible Products: Saturation, High Density Plus, and High Density letters & flats paid for with a postage permit. This will include EDDM BMEU (not EDDM Retail)
- Mailers must have mailed at least 6 times in from Oct. 2012 – Sept. 2013
- Volume threshold based on CY2013 volumes

Postage credit on incremental volume varies by product:

- Regular Saturation Letters & Flats
- Regular High Density/High Density Plus Letters & Flats
- All Non Profit Saturation, High Density & High Density Plus

- Credit applied to Permit Imprint account in Q2 of FY 2015.

Pending PRC approval

Timeline

- Approx. 9,200 eligible customers identified
- Invitation letters mailed on November 12
- Registration period: November 12 - January 31, 2014
- Mid-January - Volume Threshold Report, Certification Form and Threshold Inquiry Form sent to registrants
- March 15, 2014 – signed Certification Form or Threshold Inquiry Form deadline
- December 31, 2014 – Program concludes
- Q2 2015 - Credit applied to Permit Imprint account

Pending PRC approval

Open Discussion