

First-Class Mail

Product Development

MTAC

January 13, 2016

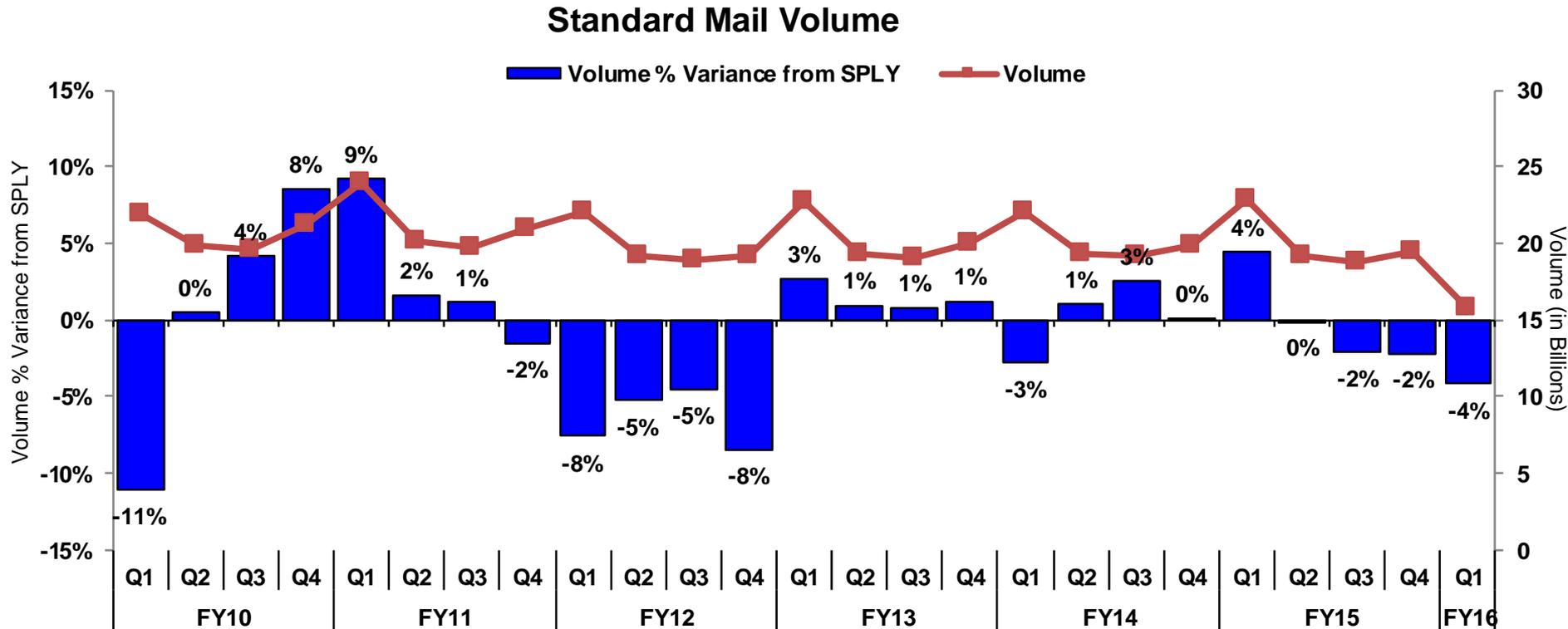
Standard Mail Product Development

MTAC

January 13, 2016

- **Pulse of the Industry**
 - **Standard Mail Volumes and Trends**
- **2015 Promotions Update**
- **2016 Promotions Update**
- **Overview 2016 New Technologies**
- **Informed Delivery Update**
- **Irresistible Mail 2016**
- **Pricing**
- **Open Discussion**

Pulse of the Industry



Note(s):

- 1/ FY16 Q1 data only includes volume through **November** FY16 since December data is currently unavailable.
- 2/ FY16 Q1 Volume % Variance from SPLY compares FY16 Oct. through Nov. to FY15 Oct through Nov.

Source (s):

RPW Quarterly Reports; Excludes Parcels and International Mail volumes

Standard Mail: % Change SPLY

	<u>FY14 Q1</u>	<u>FY14 Q2</u>	<u>FY14 Q3</u>	<u>FY14 Q4</u>	<u>FY15 Q1</u>	<u>FY15Q2</u>	<u>FY15Q3</u>	<u>FY15Q4</u>	<u>FY16 Q1</u>
High Density and Saturation Letters	6.0	4.9	4.7	2.6	6.3	8.7	10.9	8.3	5.7
High Density and Saturation Flats and Parcels*	(2.9)	1.2	0.5	(0.4)	2.5	1.0	(2.3)	(4.8)	(7.4)
Carrier Route	(15.7)	1.5	3.4	(4.7)	7.5	(5.7)	(11.3)	(24.7)	(32.3)
Flats	(10.8)	(8.8)	(8.3)	(8.5)	(5.7)	(7.0)	0.0	29.9	39.0
Letters	0.6	0.9	3.8	1.8	5.1	0.3	(2.3)	(2.2)	(1.9)
Total Standard Mail (Excludes Parcels & Intl)	(2.8)	1.0	2.5	0.1	4.4	(0.1)	(2.1)	(2.2)	(4.2)

* Includes EDDM Retail

Source(s):
RPW Quarterly Reports; Excludes Parcels and International Mail volumes

2015 Promotions - Update

Earned Value

- **BRM: Total pieces: 37.1M Total Credits: \$859.9K**
- **CRM: Total pieces: +451.4M Total Credits: +\$10.4M**
488.5M **\$11.3M**
- **462 customer enrolled**
- **Counted 2% fewer reply pieces than in 2014**
- **Any remaining credits expired December 31, 2015**



Going forward:

- **Started January 1 with counting of reply mail pieces for MIDs that participated in the 2015 promotion to get annual count. This will serve as baseline in the proposed 2017 Earned Value promotion**
- **Approx. \$1 million in Earned Value credits are still remaining from the 2013 promotion. Will be reaching out to mailers to ensure credits are used. If not, we will need to remove them from our books.**

Color Transpromo

- Over 1.1B mailpieces; over \$433M in revenue
- Over \$8.8M in discounts received by participating customers

Emerging & Advanced Technology

- 4B mailpieces; \$859M in revenue
- Over \$17.5M in discounts received by participating customers



Mail Drives Mobile Engagement

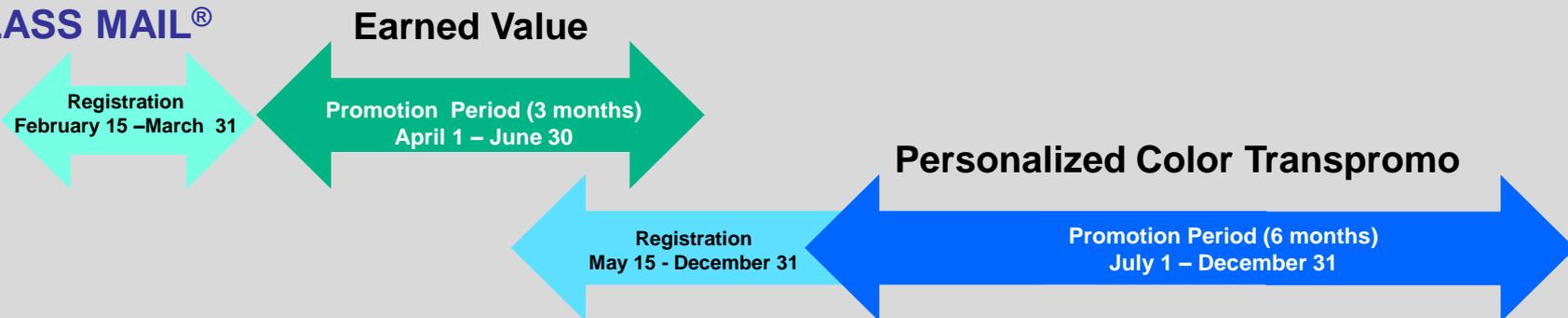
- 5.6B mailpieces; \$1.4B in revenue
- Over \$28.8M in discounts received by participating customers

2016 Promotions Update

As of December 11, 2015

JAN — FEB — MARCH | APRIL — MAY — JUNE | JULY — AUG — SEPT | OCT — NOV — DEC

FIRST-CLASS MAIL®



STANDARD MAIL® AND FIRST-CLASS MAIL

Emerging and Advanced Technology/Video In Print



STANDARD MAIL

Tactile, Sensory & Interactive Mailpiece Engagement



Emerging and Advanced Technology

Encourage Direct Mailers to incorporate interactive technology (2% Discount)

Eligible mailpieces can incorporate:

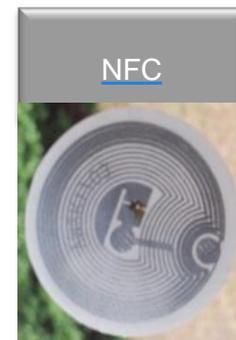
- NFC technology
- “Enhanced” Augmented Reality experiences,

New this year!

- Video in Print
- iBeacon/Beacon Technology.
- A/B testing option

Program Requirements available at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016EmergingandAdvancedTechnologyPromotion.pdf



Emerging and Advanced Technology



A/B testing option

This option requires that at least 90% of the mail volume (Design A) within a specific mailing meet all the published *2016 Emerging and Advanced Technology/Video in Print* promotion requirements. Design “B” allows up to 10% of the mailing to be entered with an alternate creative design or no treatment at all. “Design B” does not need to meet the incentive requirements.

Tactile, Sensory & Interactive Mailpiece Engagement (2% Discount)



Inks may include:

- Conductive inks*: become part of a circuit and activate a device
- Leuco Dyes*: change color with variations in temperature
- Hydrochromics*: change color upon contact with liquid
- Photochromics*: change color with UV light exposure



Textural: paper surfaces may be coated, laminated, or made of unique materials (ex: “turf” paper, sandpaper, velvet finish, fuzzy touch, etc)

- Scented: paper infused with scent (ex: catnip, fresh bread)
- Sound: paper that incorporates sound chip/speakers (ex: car sound)
- Visual: special effects with filters, holographics, lenticular

Interactive mailpieces

- 3-Dimensional, pop-ups, infinite folding, etc.

Earned Value

Encourage FCM mailers to use Business Reply Mail (BRM) and Courtesy Reply Mail (CRM)

Earned Value Credits:

\$0.02 per BRM or CRM pieces counted for first time participants or those who did not meet their threshold.

\$0.03 per BRM and CRM pieces counted if the total number of CRM and BRM pieces meets or exceeds the total number of a mailer's CRM and BRM pieces counted as part of the 2015 Earned Value promotion. This is done on a MID basis

Credits are available for their use once they have been released to the respective permit(s).

Expiration Date for Credits: December 31, 2016

Program Requirements available at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016EarnedValuePromotion.pdf



Personalized Color Transpromo Promotion

Encourage FCM mailers to use Personalized Color Transpromo messaging on bills or statements

Registration Period: May 15 – December 31

Program Period: July 1 – December 31

Eligible Mail: First-Class Mail commercial letters (sent in IMb full-service mailings)

Discount: Upfront 2% postage discount

- Key change from 2015 Color Transpromo Promotion

- "Personalization" is information that the recipient would deem personal or relevant in nature. To learn more please review promotion requirements at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016ColorTranspromoPromotion.pdf



Mobile Shopping



Promotes use of technology platforms to go from the mailpiece directly to an online shopping experience.

Eligible Triggers: Quick Response (QR) Codes, Snap Tags, Watermarks and other advanced technologies

- **Discount:** Upfront 2% postage discount
- Key change from 2015 Mail Drives Mobile Engagement Promotion
 - “Buy Now” features available on social media have been added as an additional eligible shopping purchase path. To learn more please review promotion requirements at:
https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016MobileShoppingPromotion.pdf

Follow-up

- **Individual Promotion emailboxes**
 - E & A Tech/Mobile Shopping - Mailingpromotions@usps.gov
 - Earned Value – Earnedvalue@usps.gov
 - Personalized ColorTranspromo – FCMColorPromotion@usps.gov
 - Tactile, Sensory & Interactive - tactilesensorypromo@usps.gov

- **Do you have great samples of mailpieces from the 2015 Promotions or samples that you did not use in the Promotions**

- **2015 Promotion surveys**

- **2017 Promotion Suggestions Forms**
MailingInnovations@usps.gov

- **Program Office contact:**

Email: mailingpromotions@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Post Office Box 23282
Washington, DC 20026-3282

- **Program Requirements & Documents**

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

<https://www.usps.com/business/promotions-and-incentives.htm>

- **Registration**

<https://gateway.usps.com>

- **PostalOne Help Desk:**

(800) 522-9085 or postalone@email.usps.gov

Proposals for 2017 promotions can be sent to:

MailingInnovations@usps.gov

Follow USPS:     

<http://usps.com/news>, <https://twitter.com/USPS>, <http://www.linkedin.com/usps>, <https://www.facebook.com/USPS>,
<http://www.pinterest.com/uspsstamps/>, <https://www.youtube.com/usps>

Informed Delivery

Informed Delivery* Update: NY Metro

By the numbers

Registered Subscribers:

- 10,900

Average Read Rate

- 82%



Next Steps:

Customer Acquisition Plan

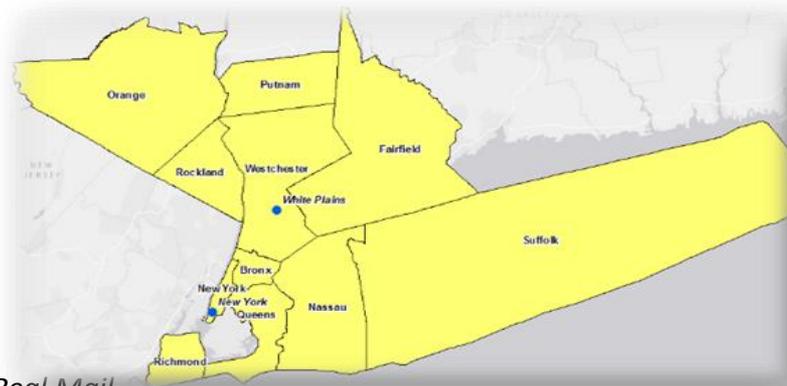
- Direct Mail 100k to Additional ZIP Codes - January 31
- Email 200k – January 20

Add mailers

- < 100k users

Integrate into My USPS

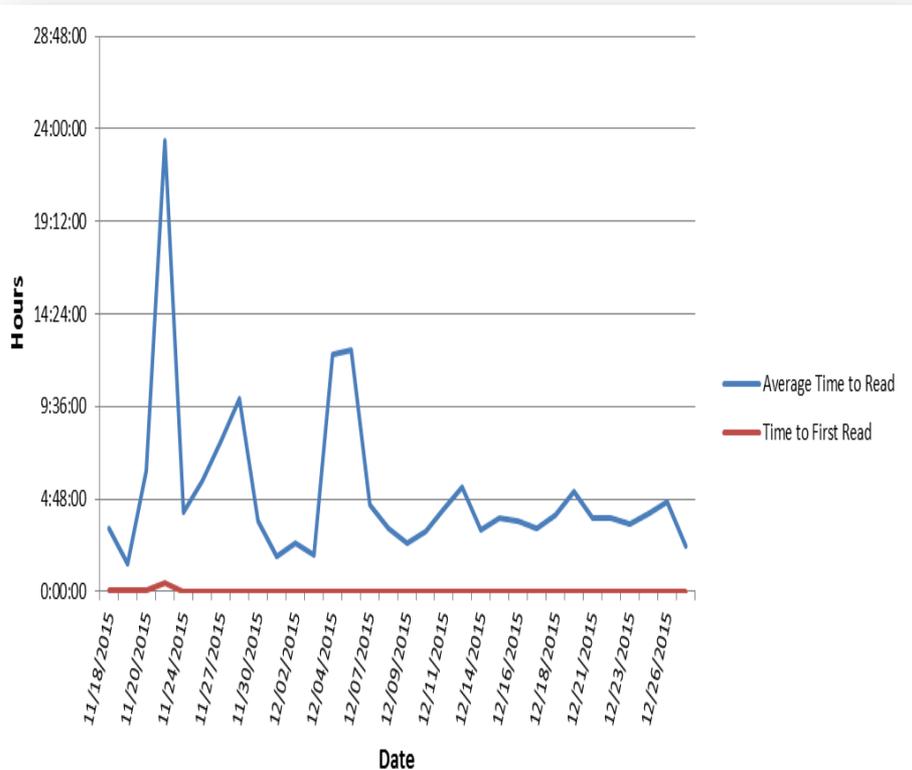
- April



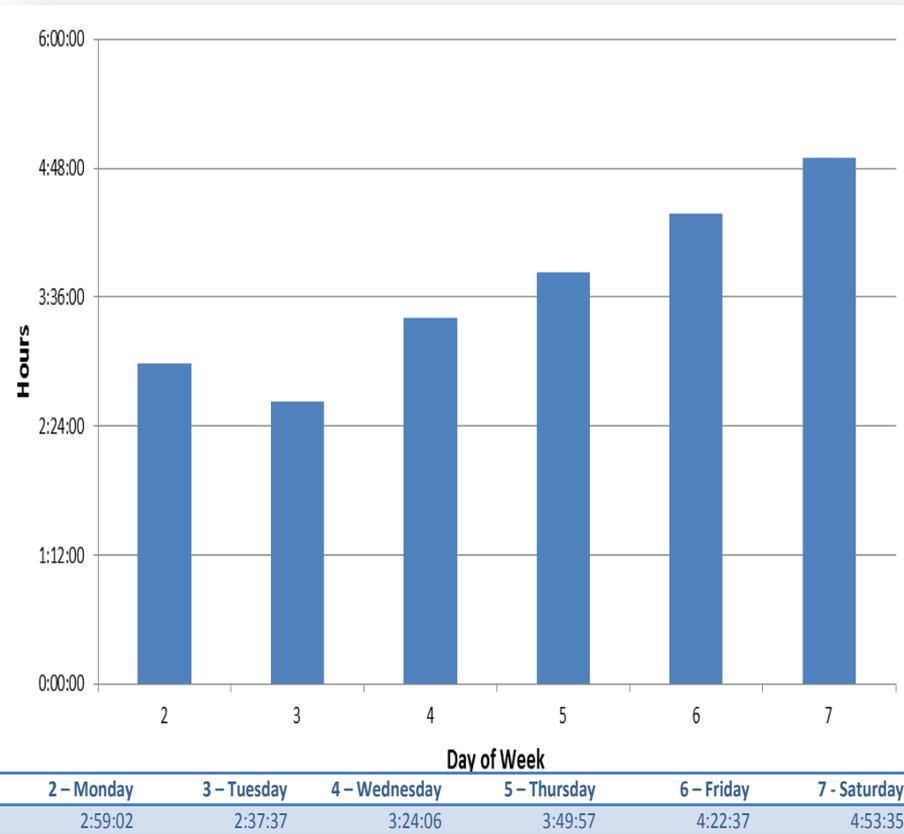
**Previously known as Real Mail*

Informed Delivery* Update: NY Metro

Time to Read



Average Time to Read by Weekday

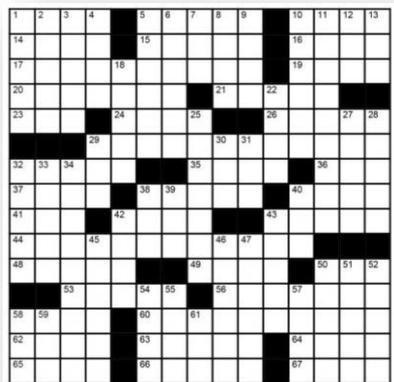


*Previously known as Real Mail

Informed Delivery* Update: NY Metro

VANITY FAIR

“Mail delivery: the next area for disruptors...Neither snow nor rain nor heat nor gloom of night nor your own laziness will stop the United States Postal Service from delivering your mail.”



We also made it into the Washington Post Dec. 7, an answer to a clue!

POST & PARCEL

“The US Postal Service is expanding its Informed Delivery service that emails you scans of the mail you’ll be getting in your physical mailbox each day.”

DAILY NEWS

“USPS rolls out 'Informed Delivery' service that lets New Yorkers digitally preview mail.”

WIRED

“...get a preview of what you can expect to come home to at the end of the day, in case you’re waiting on edge for some crucially important piece of mail.”



SOME MAIL IS

IRRESISTIBLE

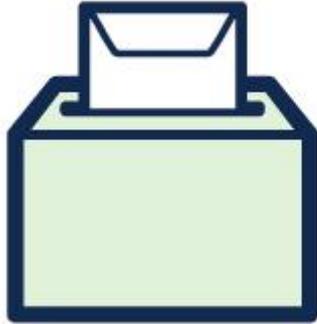


ANNOUNCING IRRESISTIBLE MAIL AWARD



**AWARDED TO MARKETER, AGENCY & MSP
VOTED ON BY NPF ATTENDEES**

SEND ENTRIES TO:



SUBMISSIONS

US Postal Service
Irresistible Mail Award
P.O. Box 44091
Washington, DC 20026-4091

ENTRIES DUE BY FEBRUARY 15TH

**SELECTED ENTRIES TO BE DISPLAYED AT
USPS BOOTH AND IN BREAKOUT SESSION**

Pricing Simplification

Standard Class:

- Industry wants USPS to share details of future promotions in workgroup 8 as rules developing and well in advance of PRC filing. Industry will provide feedback to USPS on promotions as they are still being developed rather than afterwards. Gary agreed this can be done. - **Adopted as a business practice for future promotions.**
- Industry and USPS work together to create relaxed rules – **WORKING Additional conversations and contact with project teams to further understand status**
- Create a 'fake' stamp for use on mail pieces being passed on to friends and family instead of indicia. **This was brought up in Wanda's Standard Class telecom. Requires further clarification to verify if there are other alternatives.**
- USPS to review industry request to increase First Class post card to 6 x 9. This could lead to a migration from Standard Class to a First Class postcard rate. **This was brought up in Wanda's Standard Class telecom. – Very early informal discussions have been voiced to review feasibility.**
- USPS to consider allow catalog over 3.3 ounces in envelopes to mail out of OE and not be in violation of the heavy mail rule. **This was brought up in Wanda's Standard Class telecom. Needs further review to develop course of action**
- Consider zone pricing for standard mail. – **Needs further review to develop course of action**

Open Discussion

Periodical Mail Product Development

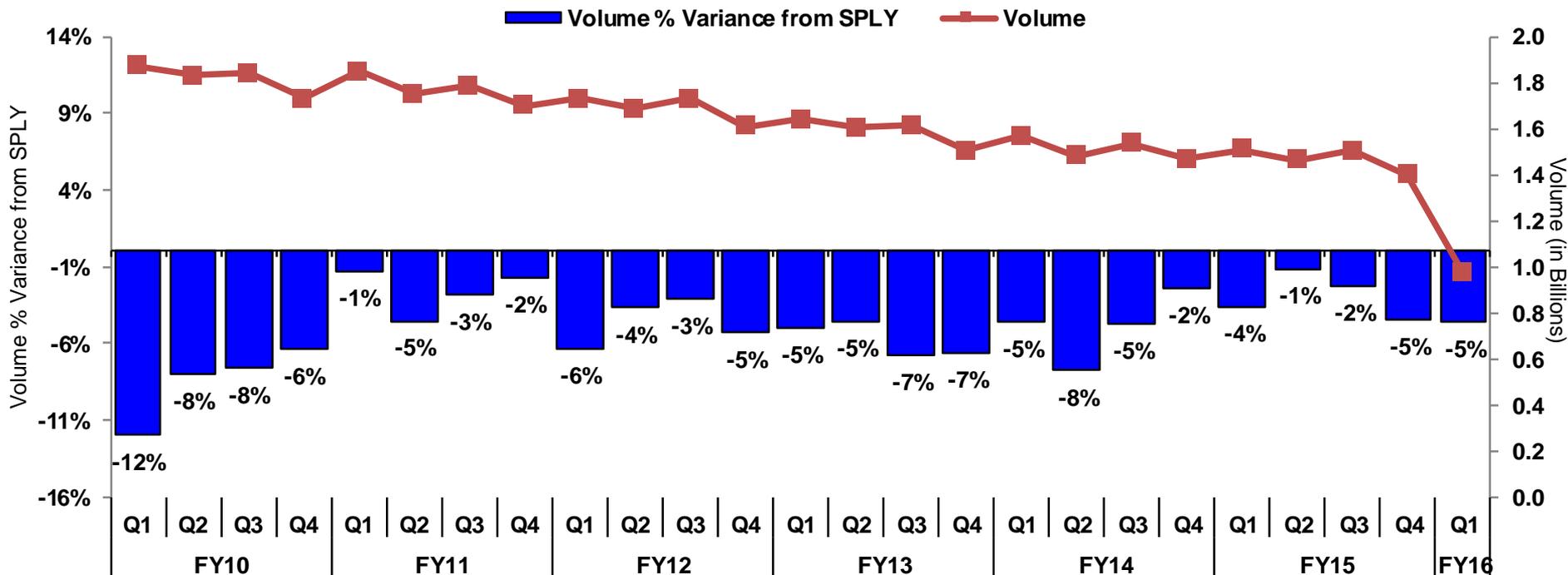
MTAC

January 13, 2016

- **Pulse of the Industry**
 - **Periodical Mail Volumes and Trends**
- **2015 Promotions Update**
- **2016 Promotions Update**
- **Overview 2016 New Technologies**
- **Informed Delivery Update**
- **Pricing**
- **Open Discussion**

Pulse of the Industry

Periodicals Volume



Note(s):

1/ FY16 Q1 data only includes volume through **November FY16** since December data is currently unavailable.

2/ FY16 Q1 Volume % Variance from SPLY compares FY16 Oct. through Nov. to FY15 Oct through Nov.

Source(s):

RPW Quarterly Reports

2015 Promotions - Update

Earned Value

- **BRM: Total pieces: 37.1M Total Credits: \$859.9K**
- **CRM: Total pieces: +451.4M Total Credits: +\$10.4M**
488.5M **\$11.3M**
- **462 customer enrolled**
- **Counted 2% fewer reply pieces than in 2014**
- **Any remaining credits expired December 31, 2015**



Going forward:

- **Started January 1 with counting of reply mail pieces for MIDs that participated in the 2015 promotion to get annual count. This will serve as baseline in the proposed 2017 Earned Value promotion**
- **Approx. \$1 million in Earned Value credits are still remaining from the 2013 promotion. Will be reaching out to mailers to ensure credits are used. If not, we will need to remove them from our books.**

Color Transpromo

- Over 1.1B mailpieces; over \$433M in revenue
- Over \$8.8M in discounts received by participating customers

Emerging & Advanced Technology

- 4B mailpieces; \$859M in revenue
- Over \$17.5M in discounts received by participating customers



Mail Drives Mobile Engagement

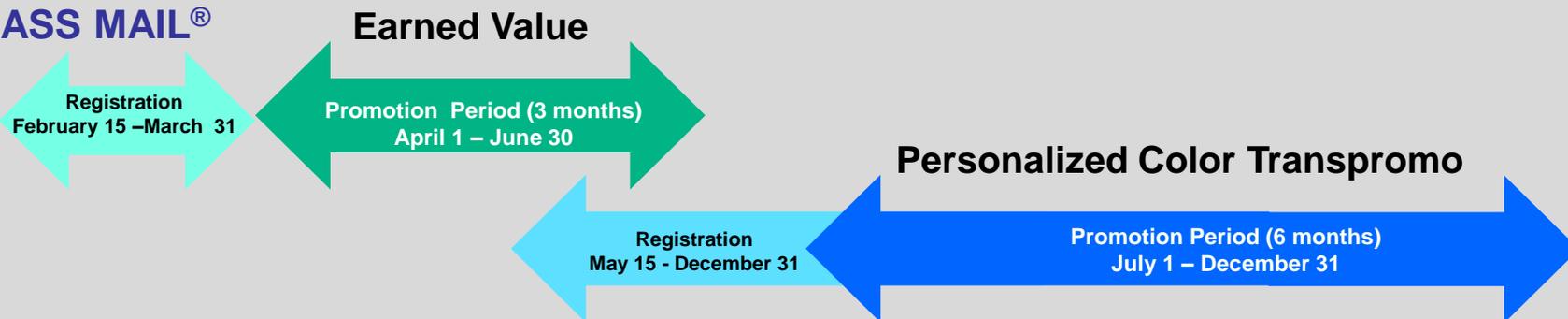
- 5.6B mailpieces; \$1.4B in revenue
- Over \$28.8M in discounts received by participating customers

2016 Promotions Update

As of December 11, 2015

JAN — FEB — MARCH | APRIL — MAY — JUNE | JULY — AUG — SEPT | OCT — NOV — DEC

FIRST-CLASS MAIL®



STANDARD MAIL® AND FIRST-CLASS MAIL

Emerging and Advanced Technology/Video In Print



STANDARD MAIL

Tactile, Sensory & Interactive Mailpiece Engagement



Emerging and Advanced Technology

Encourage Direct Mailers to incorporate interactive technology (2% Discount)

Eligible mailpieces can incorporate:

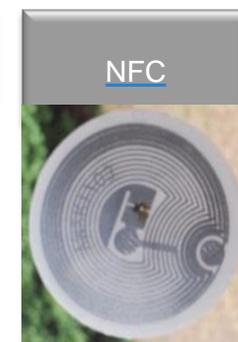
- NFC technology
- “Enhanced” Augmented Reality experiences,

New this year!

- Video in Print
- iBeacon/Beacon Technology.
- A/B testing option

Program Requirements available at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016E_mergingandAdvancedTechnologyPromotion.pdf



Emerging and Advanced Technology



A/B testing option

This option requires that at least 90% of the mail volume (Design A) within a specific mailing meet all the published *2016 Emerging and Advanced Technology/Video in Print* promotion requirements. Design “B” allows up to 10% of the mailing to be entered with an alternate creative design or no treatment at all. “Design B” does not need to meet the incentive requirements.

Tactile, Sensory & Interactive Mailpiece Engagement (2% Discount)



Inks may include:

- Conductive inks*: become part of a circuit and activate a device
- Leuco Dyes*: change color with variations in temperature
- Hydrochromics*: change color upon contact with liquid
- Photochromics*: change color with UV light exposure



Textural: paper surfaces may be coated, laminated, or made of unique materials (ex: “turf” paper, sandpaper, velvet finish, fuzzy touch, etc)

- Scented: paper infused with scent (ex: catnip, fresh bread)
- Sound: paper that incorporates sound chip/speakers (ex: car sound)
- Visual: special effects with filters, holographics, lenticular

Interactive mailpieces

- 3-Dimensional, pop-ups, infinite folding, etc.

Earned Value

Encourage FCM mailers to use Business Reply Mail (BRM) and Courtesy Reply Mail (CRM)

Earned Value Credits:

\$0.02 per BRM or CRM pieces counted for first time participants or those who did not meet their threshold.

\$0.03 per BRM and CRM pieces counted if the total number of CRM and BRM pieces meets or exceeds the total number of a mailer's CRM and BRM pieces counted as part of the 2015 Earned Value promotion. This is done on a MID basis

Credits are available for their use once they have been released to the respective permit(s).

Expiration Date for Credits: December 31, 2016

Program Requirements available at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016EarnedValuePromotion.pdf



Personalized Color Transpromo Promotion

Encourage FCM mailers to use Personalized Color Transpromo messaging on bills or statements

Registration Period: May 15 – December 31

Program Period: July 1 – December 31

Eligible Mail: First-Class Mail commercial letters (sent in IMb full-service mailings)

Discount: Upfront 2% postage discount

- Key change from 2015 Color Transpromo Promotion
 - "Personalization" is information that the recipient would deem personal or relevant in nature. To learn more please review promotion requirements at:
https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016ColorTranspromoPromotion.pdf



Mobile Shopping



Promotes use of technology platforms to go from the mailpiece directly to an online shopping experience.

Eligible Triggers: Quick Response (QR) Codes, Snap Tags, Watermarks and other advanced technologies

- **Discount:** Upfront 2% postage discount
- Key change from 2015 Mail Drives Mobile Engagement Promotion
 - “Buy Now” features available on social media have been added as an additional eligible shopping purchase path. To learn more please review promotion requirements at:
https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016MobileShoppingPromotion.pdf

Follow-up

- Individual Promotion emailboxes
 - E & A Tech/Mobile Shopping - Mailingpromotions@usps.gov
 - Earned Value – Earnedvalue@usps.gov
 - Personalized ColorTranspromo – FCMColorPromotion@usps.gov
 - Tactile, Sensory & Interactive - tactilesensorypromo@usps.gov

- Do you have great samples of mailpieces from the 2015 Promotions or samples that you did not use in the Promotions

- 2015 Promotion surveys

- 2017 Promotion Suggestions Forms
MailingInnovations@usps.gov

- **Program Office contact:**

Email: mailingpromotions@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Post Office Box 23282
Washington, DC 20026-3282

- **Program Requirements & Documents**

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

<https://www.usps.com/business/promotions-and-incentives.htm>

- **Registration**

<https://gateway.usps.com>

- **PostalOne Help Desk:**

(800) 522-9085 or postalone@email.usps.gov

Proposals for 2017 promotions can be sent to:

MailingInnovations@usps.gov

Follow USPS:     

<http://usps.com/news>, <https://twitter.com/USPS>, <http://www.linkedin.com/usps>, <https://www.facebook.com/USPS>,
<http://www.pinterest.com/uspsstamps/>, <https://www.youtube.com/usps>

Informed Delivery

Informed Delivery* Update: NY Metro

By the numbers

Registered Subscribers:

- 10,900

Average Read Rate

- 82%



Next Steps:

Customer Acquisition Plan

- Direct Mail 100k to Additional ZIP Codes - January 31
- Email 200k – January 20

Add mailers

- < 100k users

Integrate into My USPS

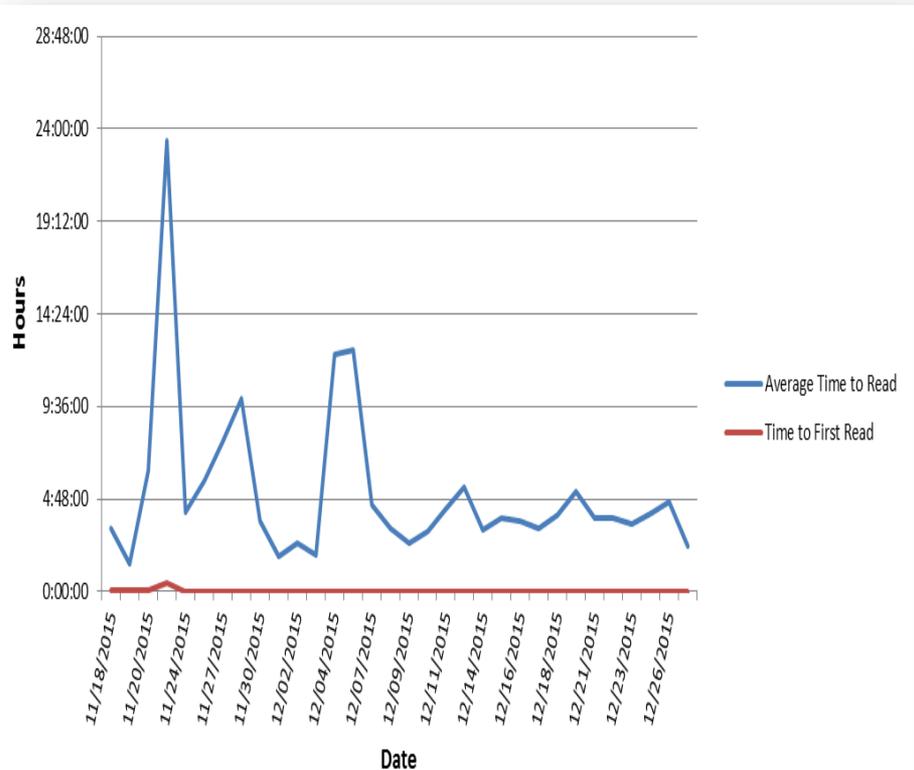
- April



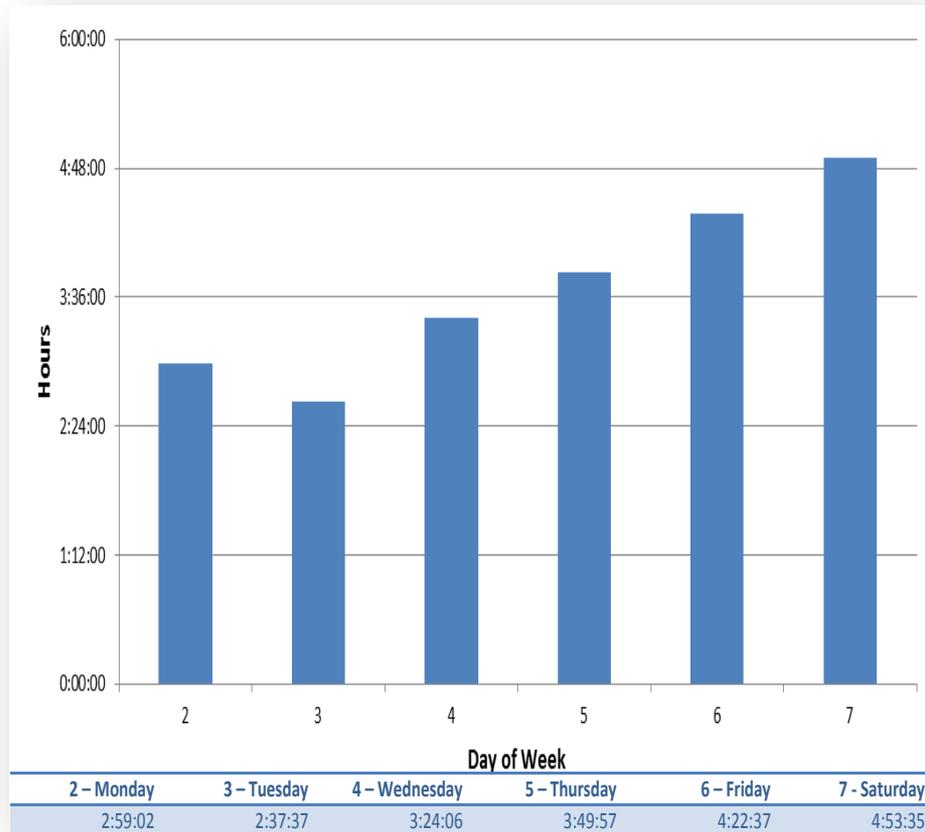
**Previously known as Real Mail*

Informed Delivery* Update: NY Metro

Time to Read



Average Time to Read by Weekday

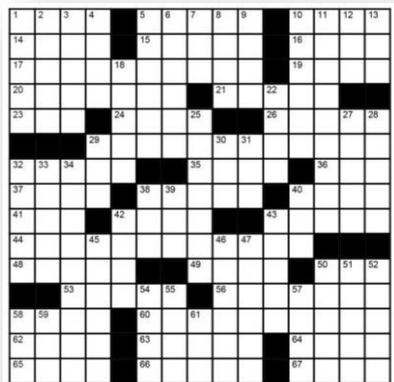


*Previously known as Real Mail

Informed Delivery* Update: NY Metro

VANITY FAIR

“Mail delivery: the next area for disruptors...Neither snow nor rain nor heat nor gloom of night nor your own laziness will stop the United States Postal Service from delivering your mail.”



We also made it into the Washington Post Dec. 7, an answer to a clue!

POST & PARCEL

“The US Postal Service is expanding its Informed Delivery service that emails you scans of the mail you’ll be getting in your physical mailbox each day.”

DAILY NEWS

“USPS rolls out 'Informed Delivery' service that lets New Yorkers digitally preview mail.”

WIRED

“...get a preview of what you can expect to come home to at the end of the day, in case you’re waiting on edge for some crucially important piece of mail.”



SOME MAIL IS

IRRESISTIBLE



ANNOUNCING IRRESISTIBLE MAIL AWARD



**AWARDED TO MARKETER, AGENCY & MSP
VOTED ON BY NPF ATTENDEES**

SEND ENTRIES TO:



SUBMISSIONS

US Postal Service
Irresistible Mail Award
P.O. Box 44091
Washington, DC 20026-4091

ENTRIES DUE BY FEBRUARY 15TH

**SELECTED ENTRIES TO BE DISPLAYED AT
USPS BOOTH AND IN BREAKOUT SESSION**

Pricing Simplification

Periodicals:

USPS to break out Periodical on Earned Value Credit for future meetings. –
Currently under review.

USPS to look into lifting the 10% limit over the periodical circulation address limit to encourage prospecting for new customers. (Even if only for a period of time) –
Impact review and additional PAG discussions needed.

Industry to submit some of the ideas (samples, let periodical participate in promo even if discount is given to advertiser) by year end so ideas can be discussed in PAG meeting January 11. **Deadline has been extended to Jan 25th/One Idea has been submitted.**

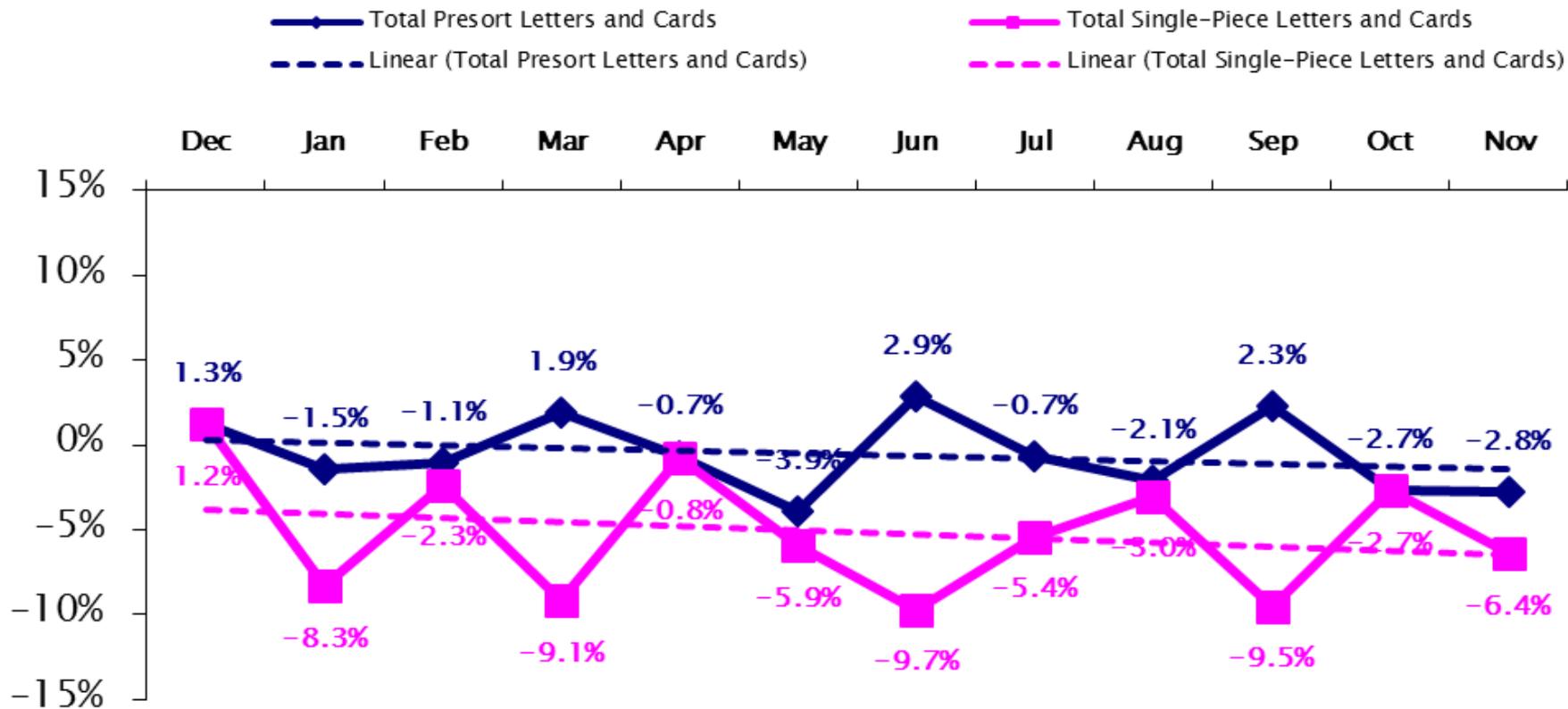
Industry wants USPS to consider promotion/discount on any standard mail used for prospecting to increase the volume of mail. Periodicals could use to increase their circulation. **Further discussion needed to determine feasibility, tracking/measuring, etc.**

Open Discussion

- **Pulse of the Industry**
- **2015 Promotions Update**
- **2016 Promotions Update**
- **Informed Delivery Update**
- **Pricing Simplification**
- **Open Discussion**

Pulse of the Industry

First-Class Mail Volume (% Change over SPLY)



2015 Promotions - Update

Earned Value

- **BRM: Total pieces: 37.1M Total Credits: \$859.9K**
- **CRM: Total pieces: +451.4M Total Credits: +\$10.4M**
488.5M **\$11.3M**
- **462 customer enrolled**
- **Counted 2% fewer reply pieces than in 2014**
- **Any remaining credits expired December 31, 2015**



Going forward:

- **Started January 1 with counting of reply mail pieces for MIDs that participated in the 2015 promotion to get annual count. This will serve as baseline in the proposed 2017 Earned Value promotion**
- **Approx. \$1 million in Earned Value credits are still remaining from the 2013 promotion. Will be reaching out to mailers to ensure credits are used. If not, we will need to remove them from our books.**

Color Transpromo

- Over 1.1B mailpieces; over \$433M in revenue
- Over \$8.8M in discounts received by participating customers

Emerging & Advanced Technology

- 4B mailpieces; \$859M in revenue
- Over \$17.5M in discounts received by participating customers



Mail Drives Mobile Engagement

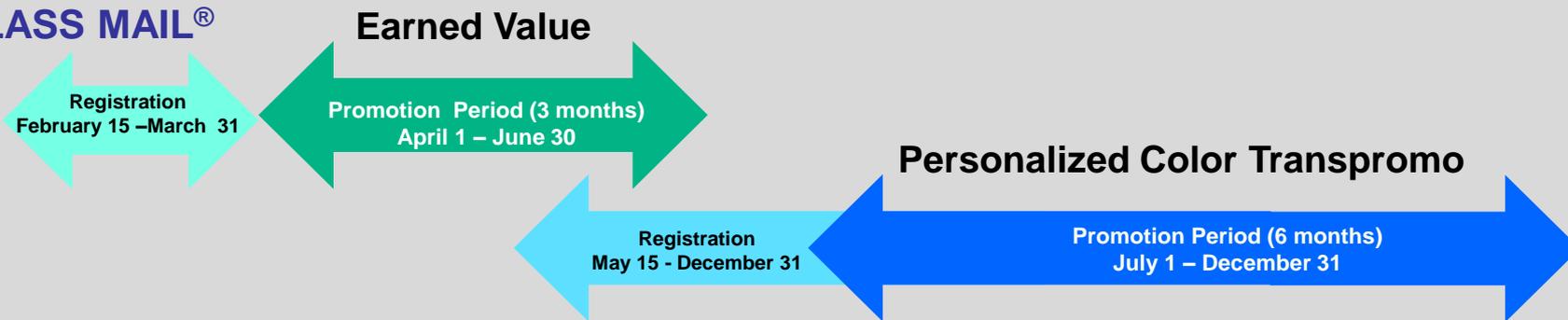
- 5.6B mailpieces; \$1.4B in revenue
- Over \$28.8M in discounts received by participating customers

2016 Promotions Calendar Update

As of December 11, 2015

JAN — FEB — MARCH | APRIL — MAY — JUNE | JULY — AUG — SEPT | OCT — NOV — DEC

FIRST-CLASS MAIL®



STANDARD MAIL® AND FIRST-CLASS MAIL

Emerging and Advanced Technology/Video In Print



STANDARD MAIL

Tactile, Sensory & Interactive Mailpiece Engagement



Emerging and Advanced Technology

Encourage Direct Mailers to incorporate interactive technology (2% Discount)

Eligible mailpieces can incorporate:

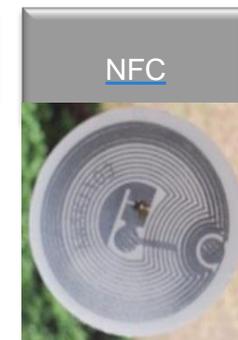
- NFC technology
- “Enhanced” Augmented Reality experiences,

New this year!

- Video in Print
- iBeacon/Beacon Technology.
- A/B testing option

Program Requirements available at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016E_mergingandAdvancedTechnologyPromotion.pdf



Emerging and Advanced Technology



A/B testing option

This option requires that at least 90% of the mail volume (Design A) within a specific mailing meet all the published *2016 Emerging and Advanced Technology/Video in Print* promotion requirements. Design “B” allows up to 10% of the mailing to be entered with an alternate creative design or no treatment at all. “Design B” does not need to meet the incentive requirements.

Tactile, Sensory & Interactive Mailpiece Engagement (2% Discount)



Inks may include:

- Conductive inks*: become part of a circuit and activate a device
- Leuco Dyes*: change color with variations in temperature
- Hydrochromics*: change color upon contact with liquid
- Photochromics*: change color with UV light exposure



Textural: paper surfaces may be coated, laminated, or made of unique materials (ex: “turf” paper, sandpaper, velvet finish, fuzzy touch, etc)

- Scented: paper infused with scent (ex: catnip, fresh bread)
- Sound: paper that incorporates sound chip/speakers (ex: car sound)
- Visual: special effects with filters, holographics, lenticular

Interactive mailpieces

- 3-Dimensional, pop-ups, infinite folding, etc.

Earned Value

Encourage FCM mailers to use Business Reply Mail (BRM) and Courtesy Reply Mail (CRM)

Earned Value Credits:

\$0.02 per BRM or CRM pieces counted for first time participants or those who did not meet their threshold.

\$0.03 per BRM and CRM pieces counted if the total number of CRM and BRM pieces meets or exceeds the total number of a mailer's CRM and BRM pieces counted as part of the 2015 Earned Value promotion. This is done on a MID basis

Credits are available for their use once they have been released to the respective permit(s).

Expiration Date for Credits: December 31, 2016

Program Requirements available at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016EarnedValuePromotion.pdf



Personalized Color Transpromo Promotion

Encourage FCM mailers to use Personalized Color Transpromo messaging on bills or statements

Registration Period: May 15 – December 31

Program Period: July 1 – December 31

Eligible Mail: First-Class Mail commercial letters (sent in IMb full-service mailings)

Discount: Upfront 2% postage discount

- Key change from 2015 Color Transpromo Promotion
 - "Personalization" is information that the recipient would deem personal or relevant in nature. To learn more please review promotion requirements at:
https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016ColorTranspromoPromotion.pdf



Mobile Shopping



Promotes use of technology platforms to go from the mailpiece directly to an online shopping experience.

Eligible Triggers: Quick Response (QR) Codes, Snap Tags, Watermarks and other advanced technologies

- **Discount:** Upfront 2% postage discount
- Key change from 2015 Mail Drives Mobile Engagement Promotion
 - “Buy Now” features available on social media have been added as an additional eligible shopping purchase path. To learn more please review promotion requirements at:
https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2016MobileShoppingPromotion.pdf

Follow-up

- Individual Promotion emailboxes
 - E & A Tech/Mobile Shopping - Mailingpromotions@usps.gov
 - Earned Value – Earnedvalue@usps.gov
 - Personalized ColorTranspromo – FCMColorPromotion@usps.gov
 - Tactile, Sensory & Interactive - tactilesensorypromo@usps.gov

- Do you have great samples of mailpieces from the 2015 Promotions or samples that you did not use in the Promotions

- 2015 Promotion surveys

- 2017 Promotion Suggestions Forms
MailingInnovations@usps.gov

- **Program Office contact:**

Email: mailingpromotions@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Post Office Box 23282
Washington, DC 20026-3282

- **Program Requirements & Documents**

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

<https://www.usps.com/business/promotions-and-incentives.htm>

- **Registration**

<https://gateway.usps.com>

- **PostalOne Help Desk:**

(800) 522-9085 or postalone@email.usps.gov

Proposals for 2017 promotions can be sent to:

MailingInnovations@usps.gov

Follow USPS:      

<http://usps.com/news>, <https://twitter.com/USPS>, <http://www.linkedin.com/usps>, <https://www.facebook.com/USPS>,
<http://www.pinterest.com/uspsstamps/>, <https://www.youtube.com/usps>

Informed Delivery™

Pilot Test

Informed Delivery* Update: NY Metro

By the numbers

Registered Subscribers:

- 10,900

Average Read Rate

- 82%



Next Steps:

Customer Acquisition Plan

- Direct Mail 100k to Additional ZIP Codes - January 31
- Email 200k – January 20

Add mailers

- < 100k users

Integrate into My USPS

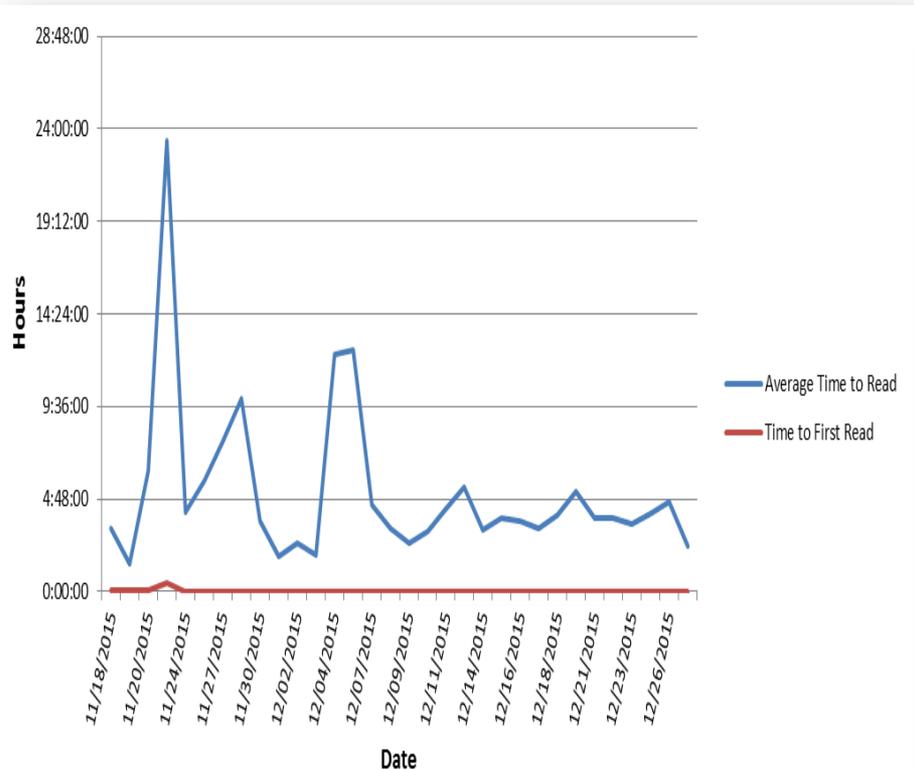
- April



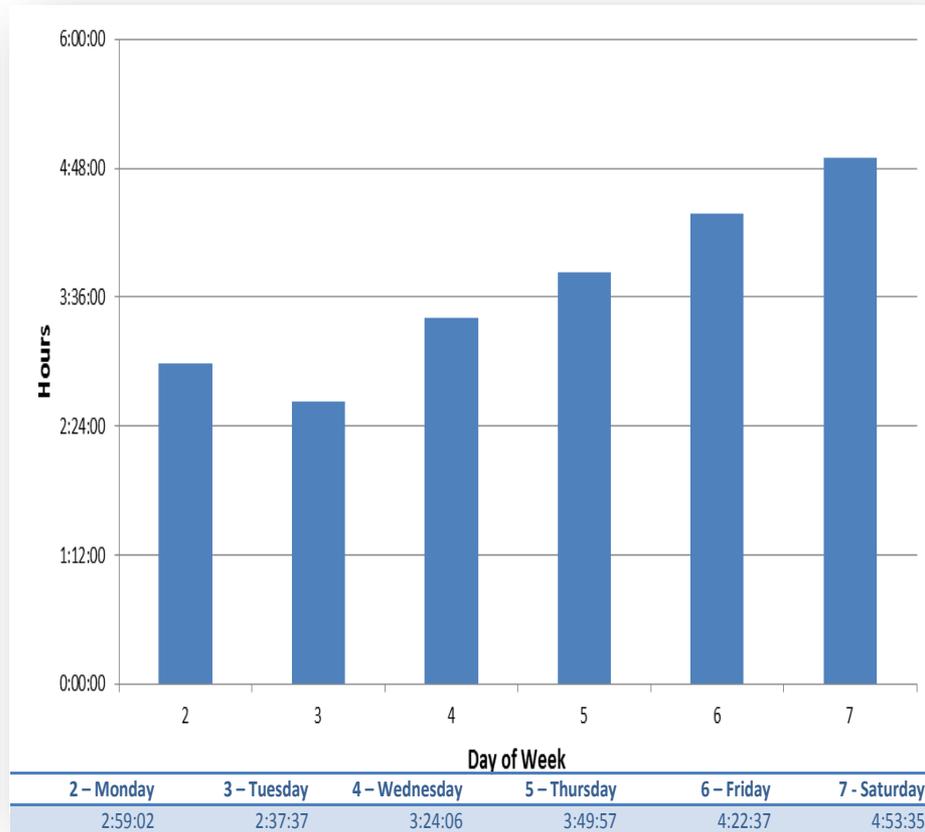
**Previously known as Real Mail*

Informed Delivery* Update: NY Metro

Time to Read



Average Time to Read by Weekday

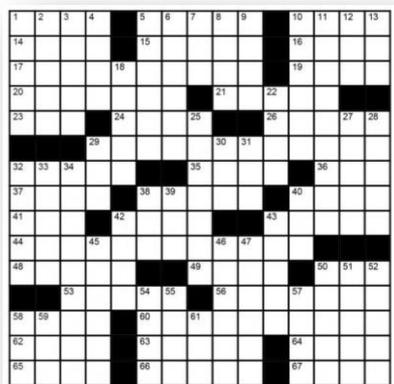


*Previously known as Real Mail

Informed Delivery* Update: NY Metro

VANITY FAIR

“Mail delivery: the next area for disruptors...Neither snow nor rain nor heat nor gloom of night nor your own laziness will stop the United States Postal Service from delivering your mail.”



We also made it into the Washington Post Dec. 7, an answer to a clue!

POST & PARCEL

“The US Postal Service is expanding its Informed Delivery service that emails you scans of the mail you’ll be getting in your physical mailbox each day.”

DAILY NEWS

“USPS rolls out 'Informed Delivery' service that lets New Yorkers digitally preview mail.”

WIRED

“...get a preview of what you can expect to come home to at the end of the day, in case you’re waiting on edge for some crucially important piece of mail.”

Pricing Simplification



SOME MAIL IS

IRRESISTIBLE

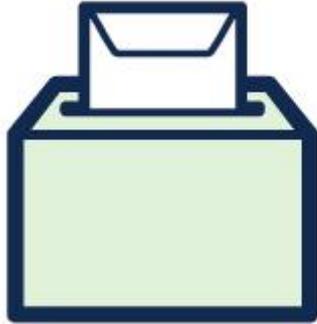


ANNOUNCING IRRESISTIBLE MAIL AWARD



**AWARDED TO MARKETER, AGENCY & MSP
VOTED ON BY NPF ATTENDEES**

SEND ENTRIES TO:



SUBMISSIONS

US Postal Service
Irresistible Mail Award
P.O. Box 44091
Washington, DC 20026-4091

ENTRIES DUE BY FEBRUARY 15TH

**SELECTED ENTRIES TO BE DISPLAYED AT
USPS BOOTH AND IN BREAKOUT SESSION**

ACTION ITEMS from November MTAC meeting:

- Review possibility of tying this product to Real Mail product and send entire image of mail piece back to mail owner.
Not currently possible. Could be future enhancement
- Industry wants USPS to confirm this barcode will not be included in Mailers Scorecard
Shared Mail identified pieces: The MIDs used in the IMb are not owned by a Mail Service Provider or Mail Owner
- USPS to consider a test with industry to conduct test to see if click to pay would lead to erosion of mail. This is something the industry could test.
To be discussed
- USPS to continue to review the feasibility of doing 3rd ounce rides free.
Agreed to review.
- USPS to break out Periodical on Earned Value Credit for future meetings
Initial analyses suggest that about 10% of credits were earned by publications

Open Discussion