

Periodical Mail Product Development

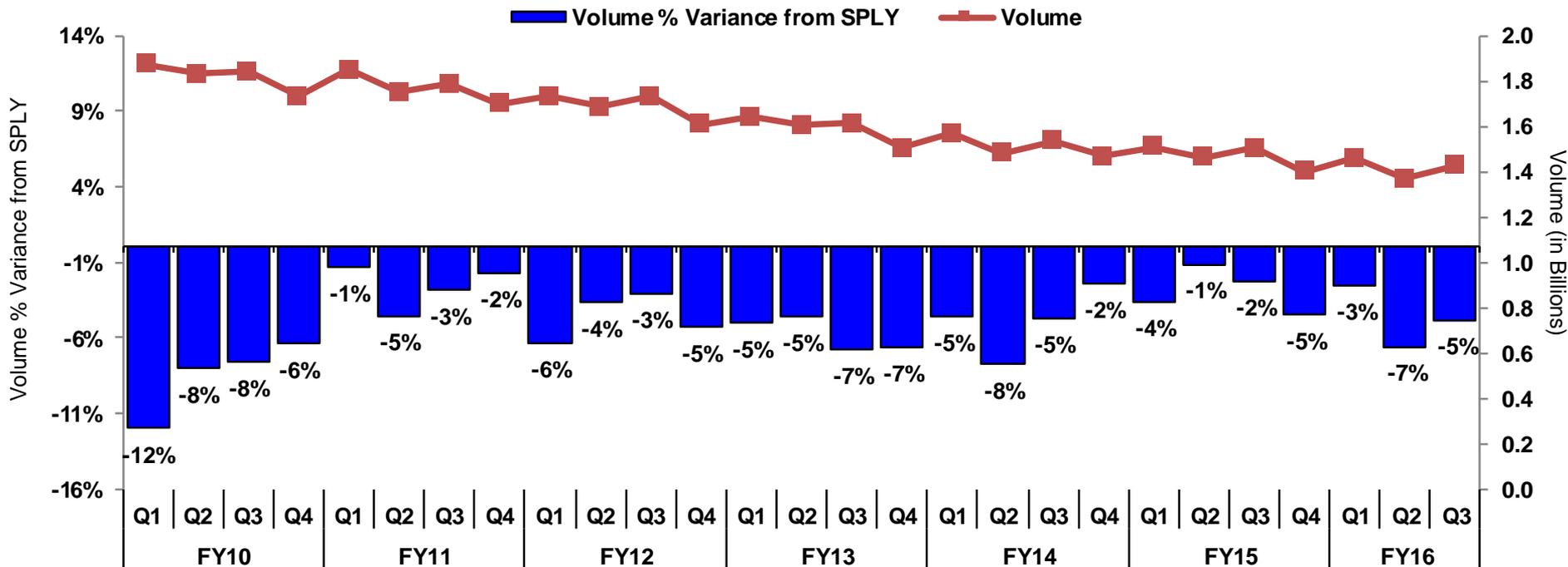
MTAC

November 2016

- **Pulse of the Industry**
- **PAG update**
- **2016 Promotions Update**
- **2017 Promotions Calendar Update**
- **Price Change**
- **Pricing Simplification**
- **Cost Coverage**
- **Open Discussion**

Pulse of the Industry

Periodicals Volume



Source(s):
RPW Quarterly Reports

PAG Update

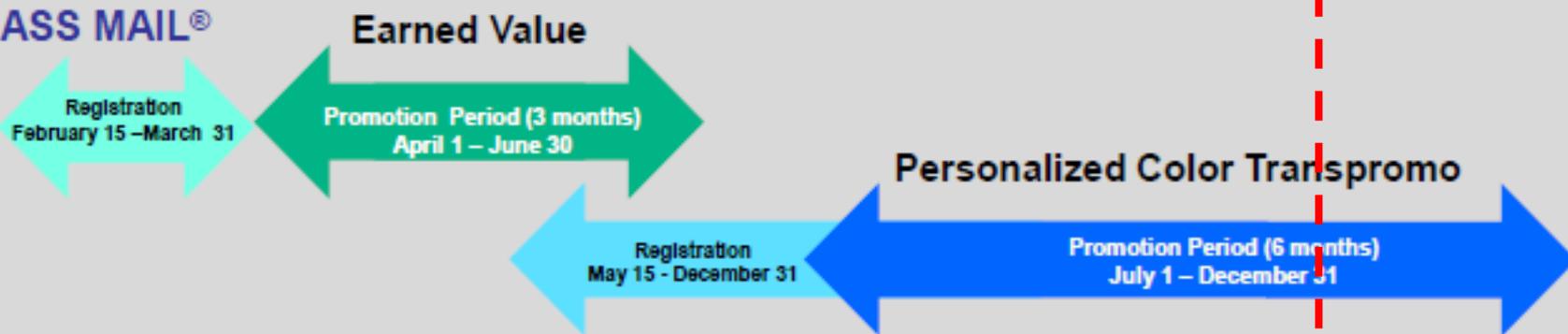
- **Simplifying the Marked Copy Process (Alternate Marked Copy Process)**
 - **Brought to PAG by Tonda Rush**
 - **Initiated lengthy discussions due to financial and auditing implications**
 - **Other methods remain in place (regular, PAGE, PAVE)**
 - **Launched very recently; about 40 participants so far**
 - **New audit is done through sampling (G. Hoyt)**
 - **Mailers should contact the *PostalOne!* help desk to participate**

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



Mobile Shopping



- **Earned Value**
 - Over 480 customers enrolled
 - As of 7/7, CRM pieces: over 386M. BRM pieces: over 33M
 - 2016 Credit release began – 7/11/16; now complete
 - 2013 credits **expired** 8/15/16 – books **closed** as of 9/15
- **Emerging & Advanced Technology**
 - Promotion **ended** 8/31/16
 - registered – 213
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- **Tactile, Sensory & Interactive**
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▪ Personalized Color Transpromo

- Registration began May 15
- Promotion Period: **July 1** through December 31, 2016
- Through 10/24
 - registered – 160
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Survey Compliance

- Survey already went out for EV on 9/2
 - 2 additional Reminder eMails to date
 - 213 respondents (out of 480 registered)
- Emerging/TSI surveys will go out in the next 2 weeks, and will be preceded by an eMail blast and another reminder before the survey closes
- Info about open survey windows will be posted on BCG
- **STILL** need support on **REQUIRED** survey compliance!!

Other ideas???

Mail Entry Issues on Promotions

- No production sample provided to BMEUBMEU (required for all promos)
- Missing mailing statements (required for all promos)
- Incorrect CCR File promotion codes (claiming wrong promo)
- No promotion codes (requesting discount after mailing)
- Submitted mailpieces do not qualify for the promotion

Final Mailpiece Submission Requirements

- Required at Promotion Office for Tactile/Sensory/Interactive
- Required at BMEU for ***all*** mailings

Preapproval will also be required by Program Office for:

- Emerging & Advanced
- Direct Mail Starter

(already required for Color Transpromo, TSI and Mobile)

Adjustments at BMEU Self Service Kiosk:

- Users must certify on-screen during acceptance process that they are providing production mailpiece and statement to BMEU employee

Building audit app

- Facilitates BMEU “samples” audit process
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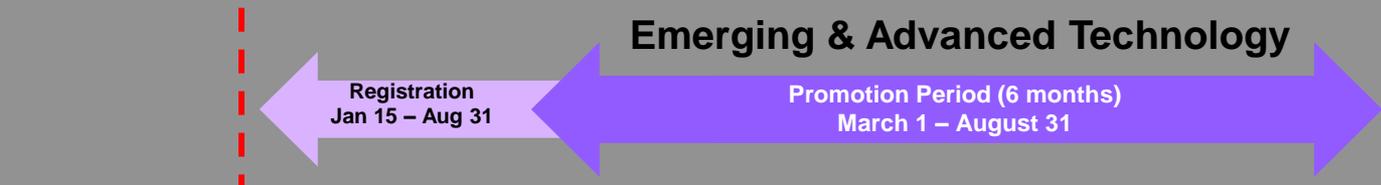
As of June 24, 2016

PRC approved as of June 16, 2016

FIRST-CLASS MAIL



STANDARD AND FIRST-CLASS MAIL



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- **2017 Requirements Docs:**
 - Released to UG8 on 9/21/2016
 - ✓ Received very little feedback
 - Published to RIBBS on 10/14/2016
 - ✓ Getting some minor requests for clarification
 - ✓ Will likely update with minor changes in November

Promotion Period: January – June 2017

Earned Value Reply Mail Promotion:

As in prior years, this promotion will encourage mailers to distribute BRM and CRM envelopes and cards by providing them with a financial benefit when their customers put those pieces back in the mail. Credits may be applied to postage for First-Class mail presort & automation cards, letters and flats and Standard Mail letters & flats. Unused credits will expire December 31, 2017.

NEW in 2017

- Promotion will run for **6** months (previous years have been for 3 months)
- Mailers can earn a financial benefit related to distribution of Alternate Postage (also referred to as Share Mail™) pieces
- Mailers can earn a **5¢** postage credit for each BRM, CRM & Alternate Postage (also referred to as Share Mail™) piece placed in the mail stream & scanned during the promotion period
- Additional credits **will not** be offered to mailers that meet or increase prior year's volume

Promotion Period: February – July 2017

Tactile, Sensory and Interactive Mailpiece Engagement Promotion:

This promotion encourages mailers to enhance customer engagement with the mail through the use of advanced print innovations in paper and stock, substrates, inks, and finishing techniques. Regular and nonprofit Standard Mail letters and flats that meet the promotion requirements will be eligible for an upfront two percent postage discount during the promotion period.

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- Slight adjustments to requirements –will most likely remove some qualifying characteristics
- Will work with UG8 for input on our final requirements

Promotion Period: March – August 2017

Emerging and Advanced Technology Promotion:

This promotion encourages mailers to incorporate mobile and other technologies into their direct mailpieces. As in prior years, regular and nonprofit Standard Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront two-percent postage discount.

NEW in 2017

- In addition to the qualifying technologies recognized in 2016, eligibility for the discount will extend to mailpieces that incorporate two new categories of emerging technology, which can enhance mailers' direct marketing campaigns:
 - virtual reality, and
 - technology that facilitates programmatic and retargeting marketing strategies
- The 2017 promotion **will not** offer an A/B Testing option

NEW Promotion for 2017

Promotion Period: May – July 2017

Direct Mail Starter Promotion:

The Postal Service is aware that complex participation requirements can create barriers for many small business mailers that would otherwise respond to promotional incentives by maintaining or growing their direct mail volume.

This promotion is intended to encourage small business mailers to design direct mail marketing campaigns that incorporate a qualifying technology (such as a QR code), which leads the consumer to a mobile-optimized website.

- ✓ Regular and nonprofit Standard Mail letters and flats that meet the promotion requirements will be eligible for an upfront **five-percent** postage discount.
- ✓ **No more than 10,000** pieces per mailer may receive the discount during the promotion period
- ✓ Promotion will run for **3 months**

Promotion Period: July – December 2017

Personalized Color Transpromo Promotion:

As in prior years, this promotion will enhance the value of First-Class Mail by encouraging mailers of bills and statements to use color messaging in order to foster a better connection with, and response from, customers. First-Class Mail presort and automation letters—bills and statements only—that meet the promotion requirements will be eligible for an upfront two-percent postage discount during the promotion period.

NEW in 2017

- **New** Personalized Color Transpromo promotion participants (who have never participated in past years), will be able to qualify with just color messaging.
- Participants in a prior year's Personalized Color Transpromo promotion, the messaging in this year's mailpieces must also either address the recipient by name or contain information relevant and specific to the recipient. *(pieces must have both color messaging and personalization to qualify)*

Promotion Period: August – December 2017

Mobile Shopping Promotion:

This promotion encourages mailers to integrate into their direct mail pieces mobile technology that facilitates an online shopping experience, and in turn, creates a convenient method for consumers to do their online shopping, particularly during the holiday season. Regular and nonprofit Standard Mail letters and flats that meet the promotion requirements will be eligible for an upfront two-percent postage discount during the promotion period.

Periodical Promotion Suggestion Review

Periodical Sampling Holiday (Preferred Periodicals)

- Statutory regulations do not allow for this type promotion

Periodical Sampling Holiday (non-Preferred Periodicals)

- Statutory regulations do not allow for this type promotion

Emerging and Advanced Technologies in Periodicals

- Discounts cannot be provided on products not covering costs

Periodical Prospecting with Standard Mail

- Further research needed/potential to participate in current promotions

- Program Requirements are posted on RIBBS at <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>
- 2018 Promotion Suggestion December 2016 – February 2017
- MTAC Task Team #24
 - Resolution Statement has been submitted
 - USPS internal review process underway

2017 Planning:

We are looking for “featured stories” for 2017– let us know if you have a great story that you’re willing to share about your experiences with the promotions at NPF or on IrresistibleMail.com!

- **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

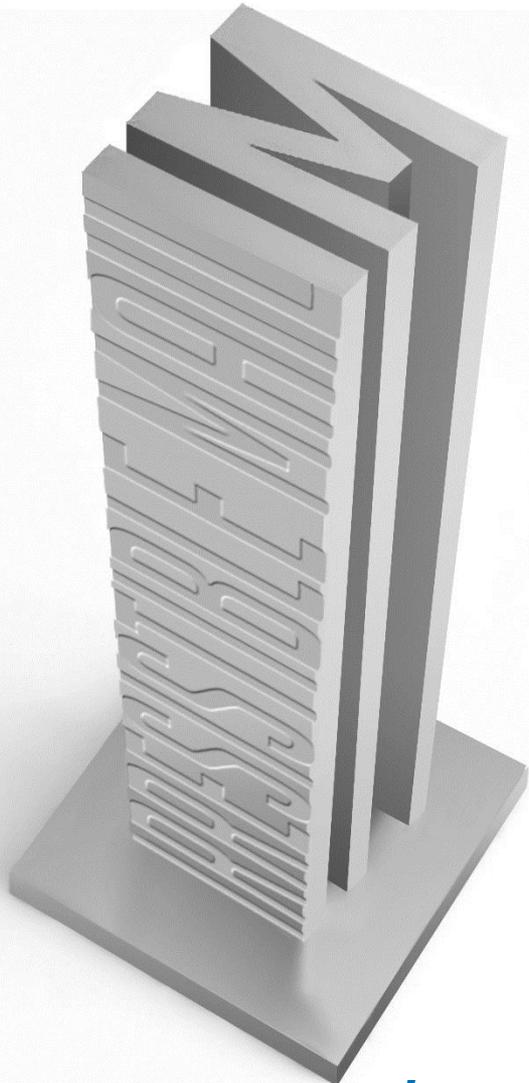
- **Irresistible Mail:** [Irresistiblemail.com](http://irresistiblemail.com)

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- **Contest continues in 2017**
- **Quarter 2 submissions complete**
- **Quarterly winners compete to become Grand Champion**
- **Winning Client, Agency, and Printer will be announced at NPF 2017**

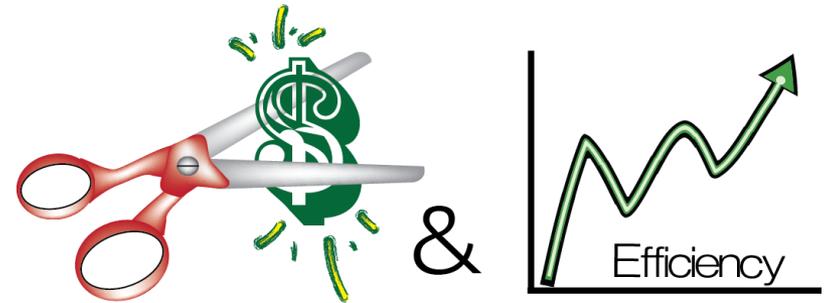


www.irresistiblemail.com/award

- **FSS pricing structure for Periodicals reverts to previous structure**
 - Reverts to structure in place prior to January 2014
 - Carrier Route Pieces pay Carrier Route prices etc.
 - Prices not based on equipment used to sort – label list determine bundle and pallet makeup
 - Allows Operations flexibility to add or remove ZIPS without impacting prices

Product Simplification

- **Make it Easier for Customers**
- **Improve Profitability**
- **Improve Network Efficiency**
- **Reduce Costs**
- **Stimulate Interest in Mail**
- **Add Value to Print**



Note: Solutions offered will not always simplify for all customers

- **Evaluate potential initiative against objectives**
- **Socialize with Industry**
- **Determine which ideas to pursue**
- **Determine Timing**
 - Evaluating ideas for 2018 implementation
 - Remaining initiatives to be evaluated for future date
- **Share structural changes**
- **PRC Filing - TBD**



■ Remaining Opportunities

- Eliminate Origin Entry Sections
- Combine Nonmachinable Nonbarcoded Flats with Parcels
- Revise Pending Periodicals Calculations
- Re-define rate structure: Move to per piece pricing
- Eliminate Periodicals in sacks
- Determine how best to incentivize CR pallets
- Determine optimal bundle size

Cost Coverage

Open Discussion

Shipping Products and Services MTAC Update

November 2, 2016

**Karen F. Key
Director Shipping Products and Services**

- Package Pickup Expansion
- Parcel Return Service Expansion
- Parcel Return Service Area Distribution Center
- Scan, Weigh and Pay Update

Package Pickup Expansion

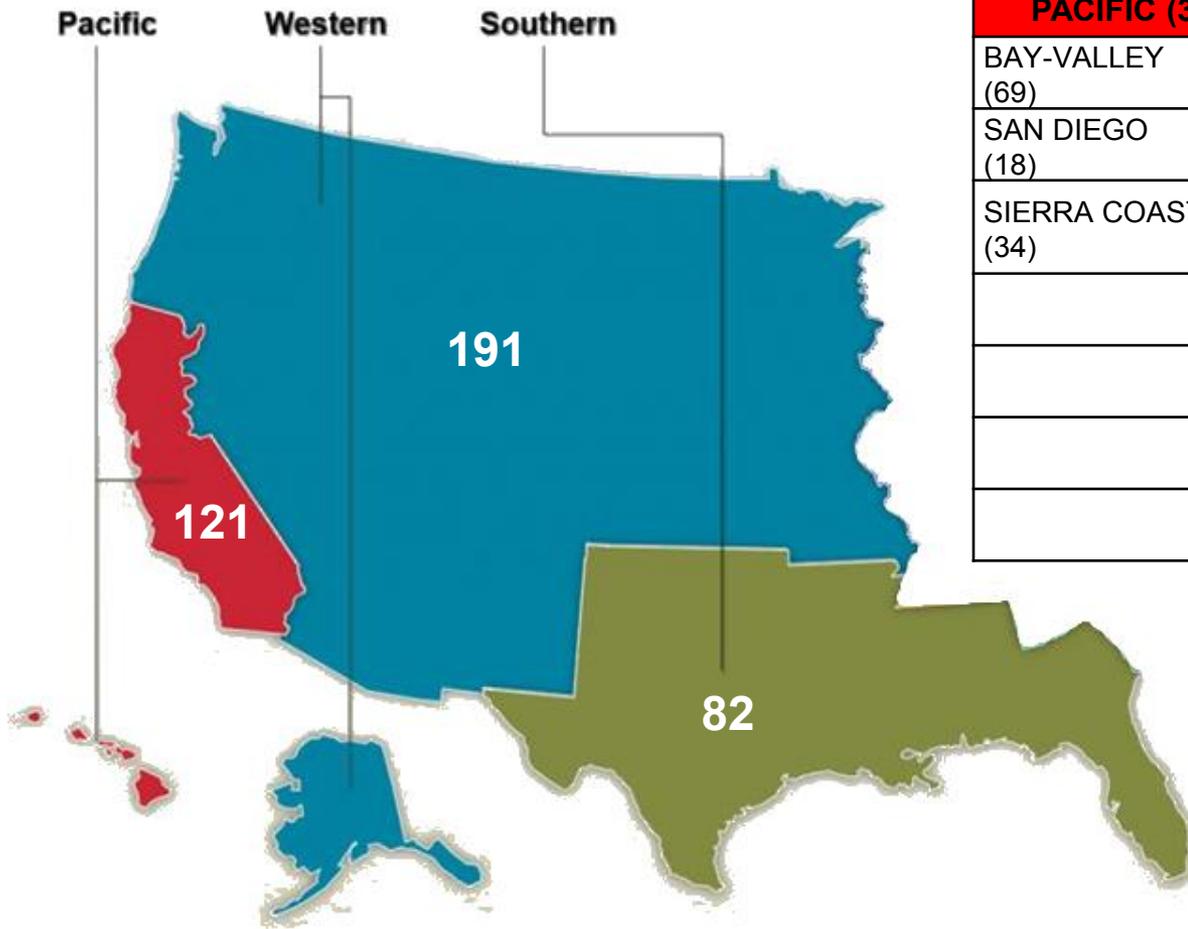
- Expanded to 394 new ZIP Codes
- Total ZIP Codes available after expansion is 41,711
- Postcard distributed by October 17 thru 31, 2016
- Information provided to impacted Field Offices:
 - Vice President Memo
 - Standup Talk
 - ZIP Code List by Area/District



Front Side



Back Side



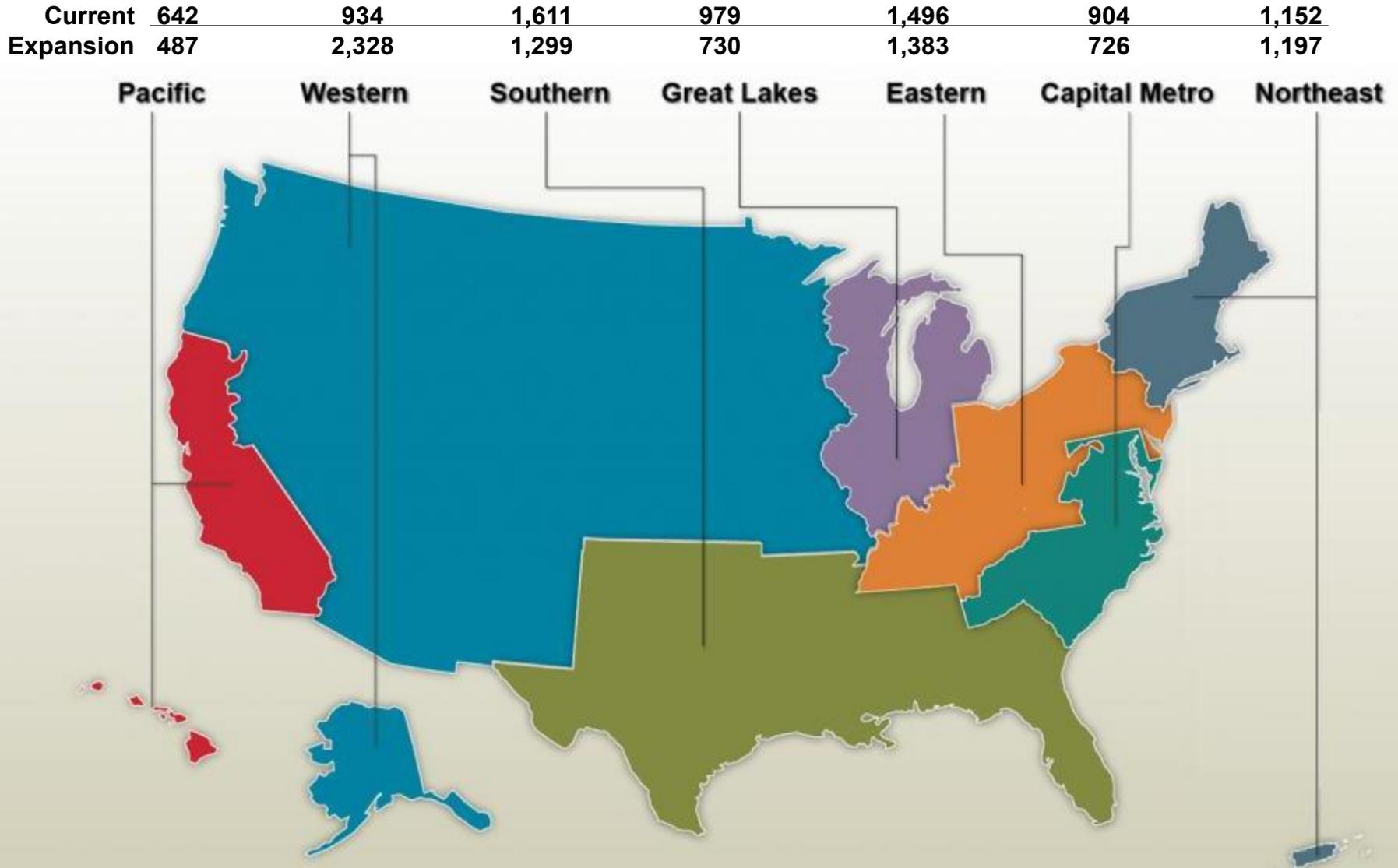
PACIFIC (3)	SOUTHERN (4)	WESTERN (7)
BAY-VALLEY (69)	ALABAMA (18)	CENTRAL PLAINS (47)
SAN DIEGO (18)	FT WORTH (15)	COLORADO / WYOMING (61)
SIERRA COASTAL (34)	MISSISSIPPI (11)	DAKOTAS (12)
	RIO GRANDE (38)	HAWKEYE (2)
		NORTHLAND (1)
		PORTLAND (16)
		SALT LAKE CITY (52)

Package Pickup Service is now expanded to the following Areas and Districts, with a total of 394 additional ZIP Codes.

Parcel Return Service Return Delivery Unit (PRS RDU) Expansion

PRS RDU Locations	RDU Locations
Current PRS RDU Locations	7,718
Number of Expansion PRS RDU Locations	8,150
Total PRS RDU Locations	15,868

- On-boarding:
 - ✓ 30-days from request
 - Unique ID, Facility ID and 5 Digit ZIP Code
 - ✓ Contact: Operations Integration Specialist (OIS)
- Developing:
 - ✓ Facilities Database profiles
 - ✓ Developing email site for request



Parcel Return Service Return Area Distribution Centers (PRS RADC)

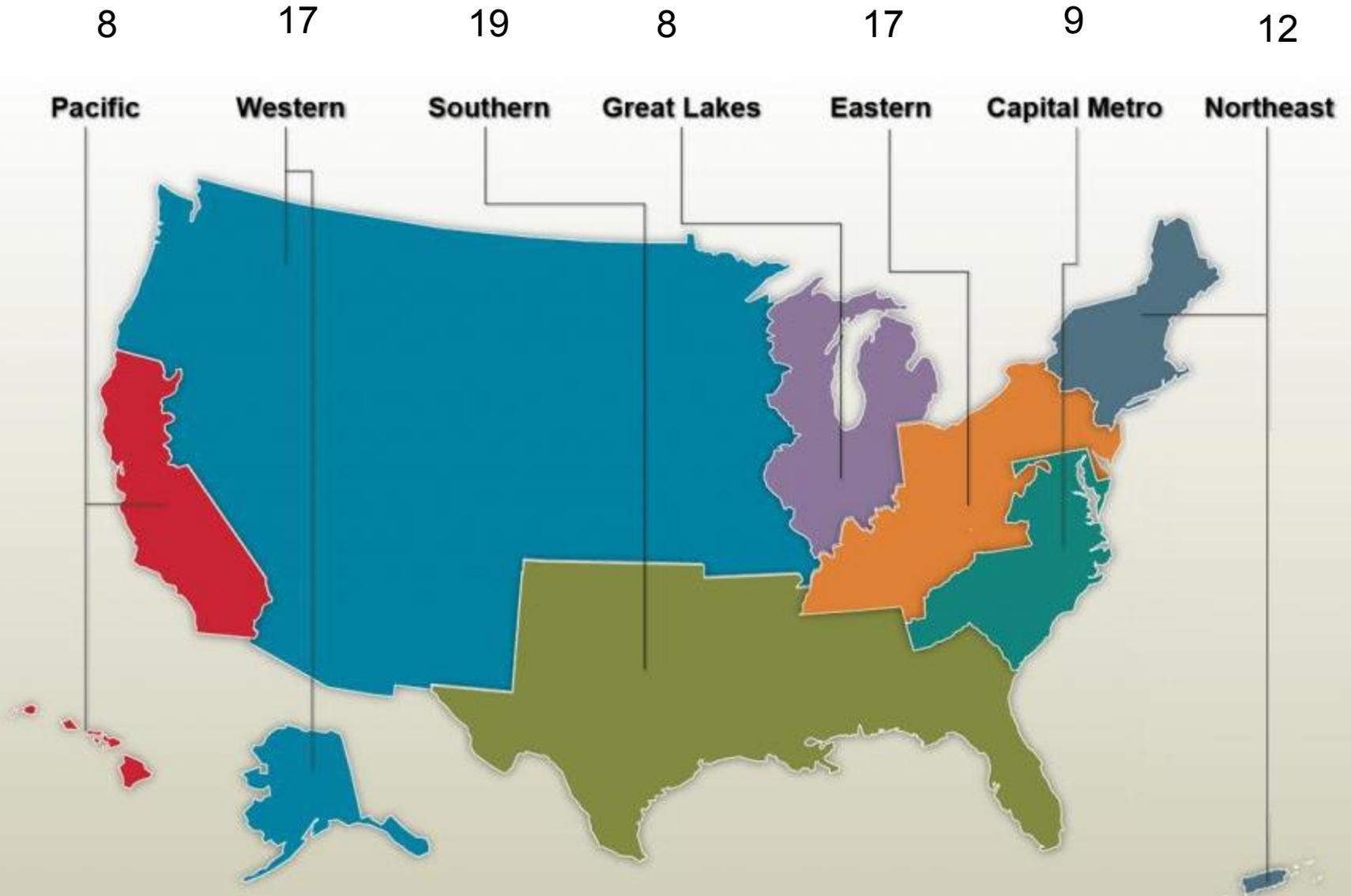
- Today, we offer customers two options for retrieving Parcel Return Service (PRS) shipments:
 1. Parcel Return Service — RDU. Parcels returned and retrieved in bulk from a designated Return Delivery Unit. Pickup minimum every 96 hours.
 2. Parcel Return Service — RSCF. Parcels returned and retrieved in bulk from a designated return Sectional Center Facility. Pickup minimum every 96 hours.

- The Postal Service is planning to expand the PRS by implementing **Return Area Distribution Centers – RADCs** and requiring a 48 hour minimum rule on pickups.
 - A third option will be available January 22, 2017
 - Must be approved for a Negotiated Service Agreement (NSA)

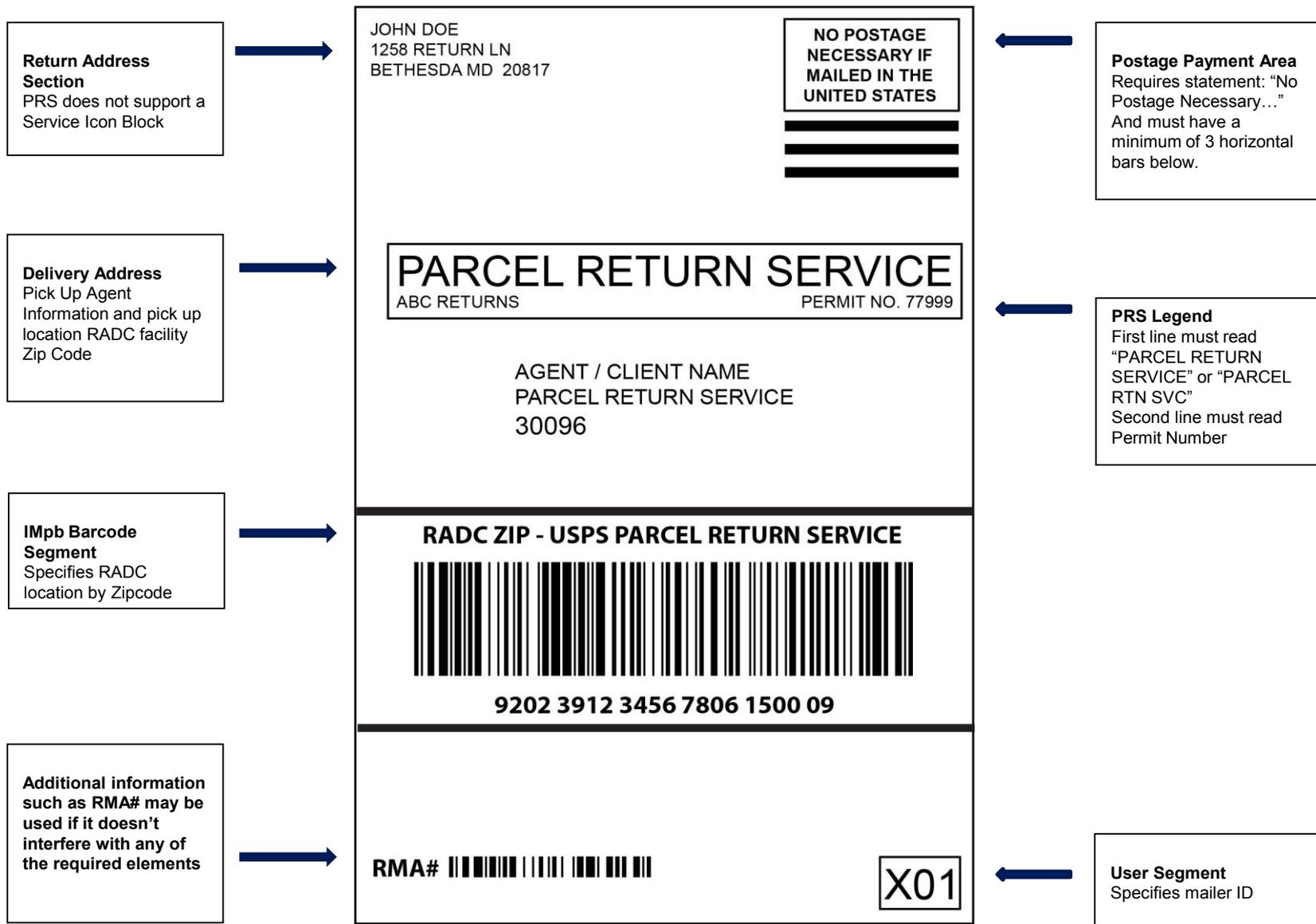
Requirements: PRS RADC

- Exclusive to NSA Customers only.
- Convenient: Allow customers to drop off Parcel Select and pick up PRS shipments at the same location.
- 90 consolidated locations across 62 Districts.
- Pickups must be made every 48 hours.
- Appointments for recurring pickups are made through Facility Access and Shipment Tracking (FAST).
- **Manifest Information:**
 - ✓ Mail Class (037-038) = RP (Parcel Select Return Service)
 - ✓ Processing Category (372) = 3, 5
 - ✓ Destination Rate Indicator (375) = A
 - ✓ Rate Indicator (373-374) = SP, BN, OS
 - ✓ Zone (376-377) = 00
 - ✓ Parcel Routing Barcode (500) = 0





Capital Metro (8)	Eastern Area (10)	Great Lakes Area (6)	Northeast Area (8)	Pacific Area (7)	Southern Area (12)	Western Area (11)
Atlanta	Appalachian	Central Illinois	Albany	Bay-Valley	Alabama	Arizona
Baltimore	Central Pennsylvania	Detroit	Connecticut Valley	Los Angeles	Arkansas	Central Plains
Capital	Kentuckiana	Gateway	Greater Boston	Sacramento	Dallas	Colorado / Wyoming
Greater S Carolina	Northern Ohio	Greater Indiana	Long Island	San Diego	Fort Worth	Dakotas
Greensboro	Ohio Valley	Greater Michigan	New York	San Francisco	Gulf Atlantic	Hawkeye
Mid-Carolinas	Philadelphia Metro	Lakeland	Northern New England	Santa Ana	Houston	Mid-America
Northern Virginia	South Jersey		Northern New Jersey	Sierra Coastal	Louisiana	Nevada Sierra
Richmond	Tennessee		Westchester		Mississippi	Northland
	Western New York				Oklahoma	Portland
	Western Pennsylvania				Rio Grande	Salt Lake City
					South Florida	Seattle
					Suncoast	



Scan, Weigh and Pay Update

Leverages newly upgraded processing equipment technology to:

- Provide a simpler shipping solution to improve the customer experience
- Support a post-payment billing process via automated parcel assessment
- Ensure USPS is properly paid for postage

Eliminate manual package assessment/postage due

- Scan, Weigh, and Pay opens up new opportunities
- Migrate some Parcel business to a post payment process, similar to competitors
- Platform to grow returns business

Current Deployment Status for APBS Upgrades

Area	Upgraded	Installing	In Transit	Total
Capital Metro	18			18
Eastern	29	5	2	36
Great Lakes	12	10	5	27
Northeast	14	11		25
Pacific	12	3	17	32
Southern	38	1		39
Western	8	2	27	37
Total	131	32	51	214

Upgrades to parcel processing equipment enable accurate capture of piece attributes

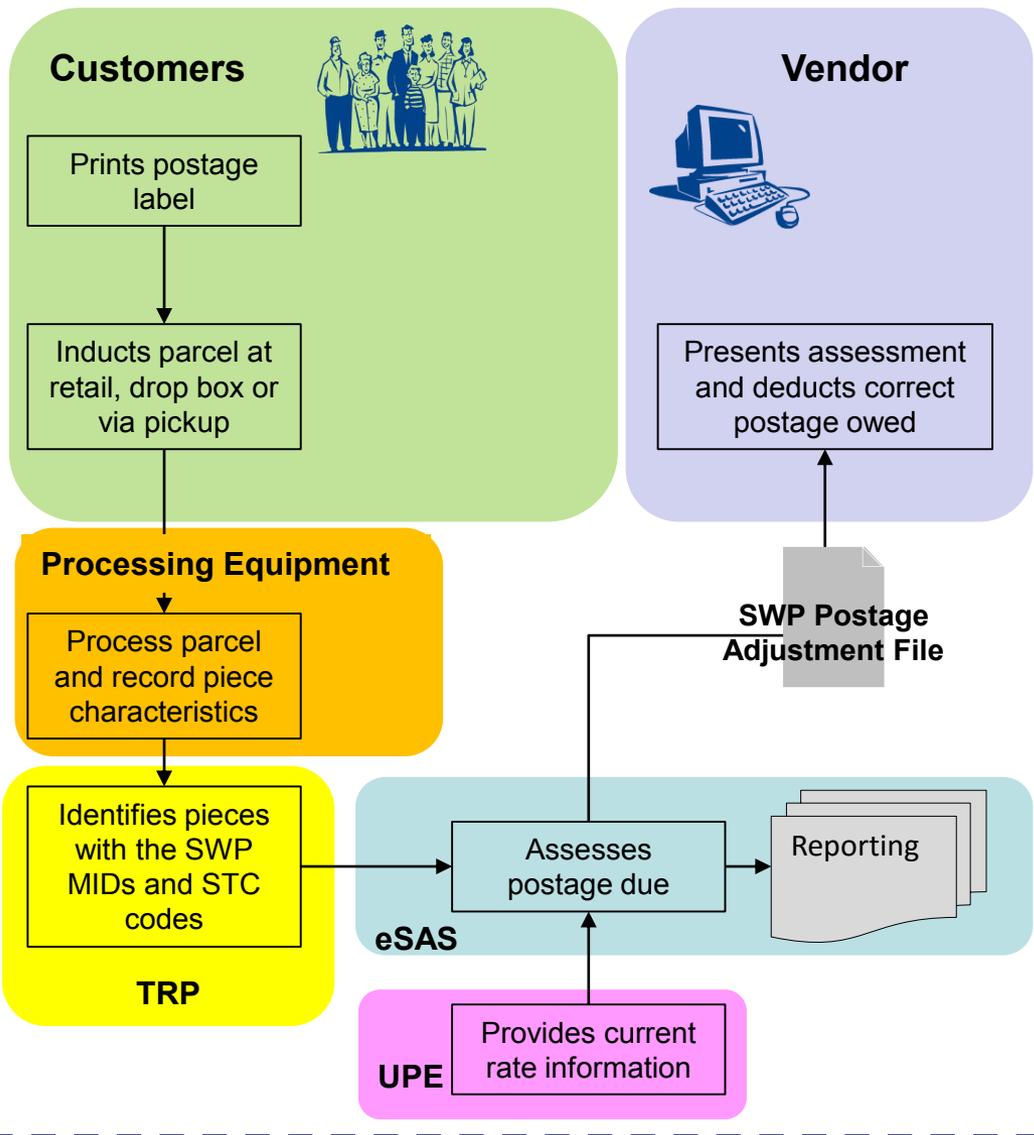
- National deployment of scale upgrades (APBS/APPS/SPSS)
- Note the scales are extremely accurate and as such proper calibration is paramount
- Improved dimensional capture via Dimensional Scanning Devices (DSD)

- End-to-End Customer Acceptance Testing Completed on August 15, 2016 for:
 1. First-Class Package Service
 2. Priority Mail
 3. Parcel Select Ground
- System Deployment to Production on August 16, 2016
- Production Pilot Test in Progress to date

Pilot Test Volumes Timeline

Start Date	End Date	What	Who	Total Users	Period Volume Estimate	Origin 3D Entry
8/17/2016	9/1/2016	Low Volume Production Pilot	Employees of the Customer	15-20	50-100	787, 940, 980
9/1/2016	9/22/2016	Mid-Volume Production Pilot	Customer Employees and Friendly Sellers	20-40	100-500	280, 291, 301, 327, 392, 452, 469, 481, 483, 494, 666, 658, 740, 750, 762, 775, 787, 800, 801, 853, 932, 940, 945, 980
9/22/2016	10/1/2016	Production Live	All Sellers	n/a	50,000 - 60,000	All
10/1/2016	11/1/2016	Production Live	All Sellers	n/a	140,000 - 150,000	All
11/1/2016	12/1/2016	Production Live	All Sellers	n/a	150,000 - 160,000	All
12/1/2016	1/1/2017	Production Live	All Sellers	n/a	160,000 - 170,000	All

Scan, Weigh and Pay Process Flow



Sample SWP Label

F	US POSTAGE PAID		
	08/08/2016 From 06484		ComBasPrice NO SURCHARGE
	INSURED		024P0000178980
USPS FIRST-CLASS™ PKG			
Glen Maxwell 28 Waterview Drive, Shelton CT 06484-4321		0000	
Chris Haris 4767 N Pine Hills Rd Orlando FL 32808-1997		C007	
USPS TRACKING # SWP			
			
9483 2092 9827 7000 1334 54			

SWP

First-Class Package SWP



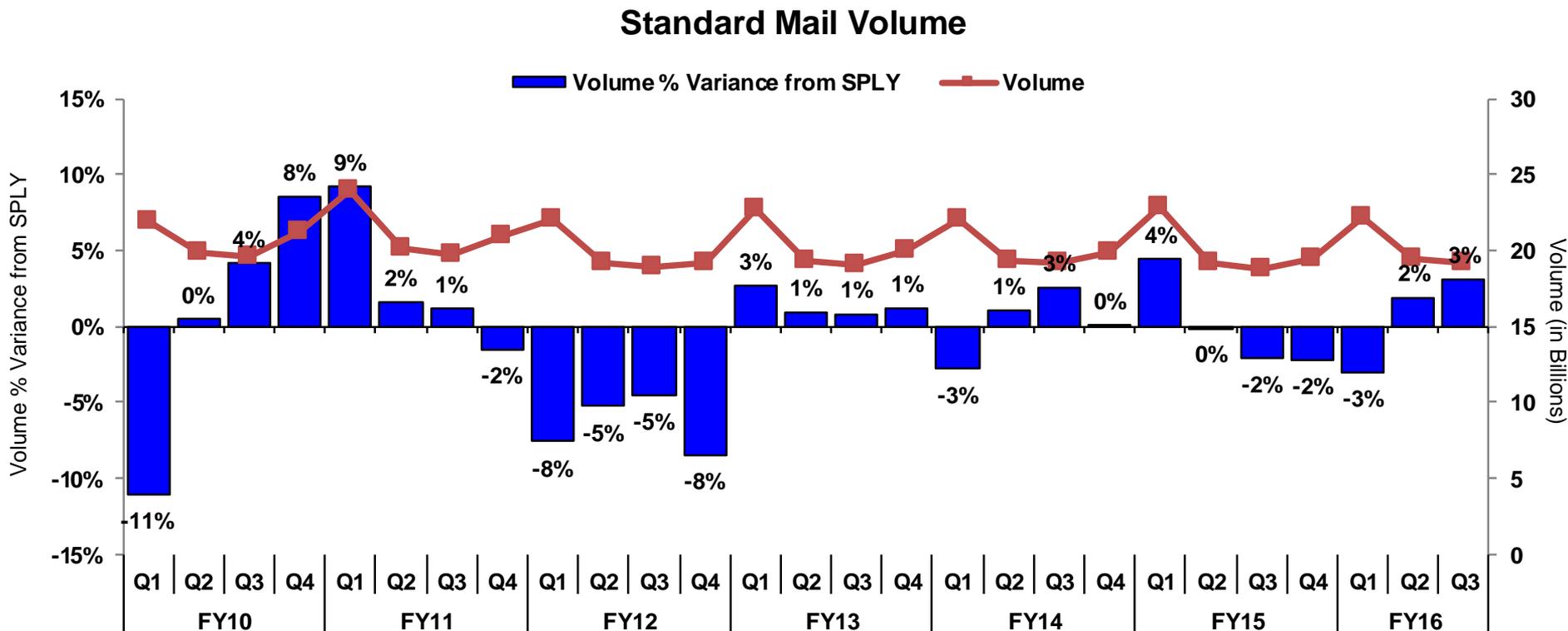
Standard Mail Product Development

MTAC

November 2016

- **Pulse of the Industry**
- **2016 Promotions Update**
- **2017 Promotions Calendar Update**
- **Standard Mail renamed to Marketing Mail**
- **Informed Delivery Update**
- **Price Change**
- **Pricing Simplification**
- **Open Discussion**

Pulse of the Industry



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>FY16Q1</u>	<u>FY16Q2</u>	<u>FY16Q3</u>
High Density and Saturation Letters	6.0	4.9	4.7	2.6	6.3	8.7	10.9	8.3	6.6	8.6	7.0
High Density and Saturation Flats and Parcels*	(2.9)	1.2	0.5	(0.4)	2.5	1.0	(2.3)	(4.8)	(7.0)	(3.1)	0.5
Carrier Route	(15.7)	1.5	3.4	(4.7)	7.5	(5.7)	(11.3)	(24.7)	(30.1)	(22.0)	(21.1)
Flats	(10.8)	(8.8)	(8.3)	(8.5)	(5.7)	(7.0)	0.0	29.9	36.2	31.8	10.5
Letters	0.6	0.9	3.8	1.8	5.1	0.3	(2.3)	(2.2)	(1.1)	3.4	(0.8)
Total Standard Mail (Excludes Parcels & Intl)	(2.8)	1.0	2.5	0.1	4.4	(0.1)	(2.1)	(2.2)	(3.0)	1.9	3.1

Notes:

*Includes EDDM Retail

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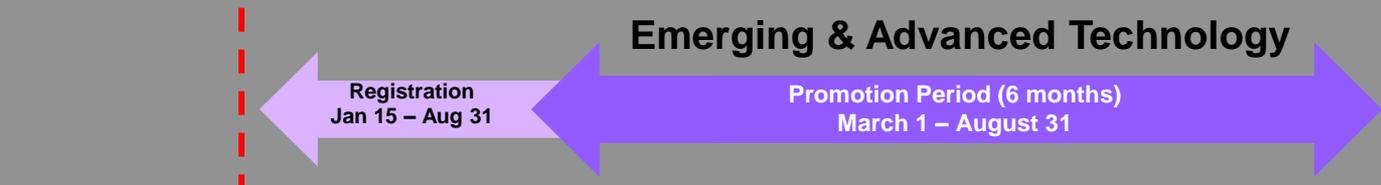
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NEW Promotion for 2017

Promotion Period: May – July 2017

Direct Mail Starter Promotion:

The Postal Service is aware that complex participation requirements can create barriers for many small business mailers that would otherwise respond to promotional incentives by maintaining or growing their direct mail volume.

This promotion is intended to encourage small business mailers to design direct mail marketing campaigns that incorporate a qualifying technology (such as a QR code), which leads the consumer to a mobile-optimized website.

- ✓ Regular and nonprofit Standard Mail letters and flats that meet the promotion requirements will be eligible for an upfront **five-percent** postage discount.
- ✓ **No more than 10,000** pieces per mailer may receive the discount during the promotion period
- ✓ Promotion will run for **3 months**

Promotion Period: July – December 2017

Personalized Color Transpromo Promotion:

As in prior years, this promotion will enhance the value of First-Class Mail by encouraging mailers of bills and statements to use color messaging in order to foster a better connection with, and response from, customers. First-Class Mail presort and automation letters—bills and statements only—that meet the promotion requirements will be eligible for an upfront two-percent postage discount during the promotion period.

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(pieces must have both color messaging and personalization to qualify) ⁵³

Promotion Period: August – December 2017

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Facsimile: 202-268-0238

Mail: US Postal Service
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Washington, DC 20026-3282

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<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

- **Irresistible Mail:** [Irresistiblemail.com](http://irresistiblemail.com)

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Informed Delivery Webinar

MTAC Workgroup #174

6 Week Post WG Update

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 - Will continue outreach efforts on this recommendation
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 - Standard certification and accreditation processes were followed for this program
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 - Email open rates per test mailer are averaging the same as national – 70% email open rates
15. **Further develop Feedback Loop**
 - Provided “missing mailpiece” reporting function to subscribers
 - Enable “sharing” feature for campaigns (via Facebook, Twitter, and Pinterest)

Price Change

- **FSS Marketing Mail reverts to previous structure**
 - Reverts to structure in place prior to January 2014
 - Carrier Route Pieces pay Carrier Route prices etc.
 - Prices not based on equipment used to sort – label list determine bundle and pallet makeup
 - Allows Operations flexibility to add or remove ZIPS without impacting prices

- **Encourage more Carrier Route Bundles on 5-Digit Pallets in non-FSS zones**
 - Wider incentives to prepare more direct pallets of CR volume
 - Wider incentives to enter those pallets at DDU

- **Eliminate 3-Digit Automation Letters presort level for Standard Mail Presort**
 - Prices have been the same since 2012
 - Combines the 3 Digit (L003) and AADC (L801) into the L801 AADC sortation

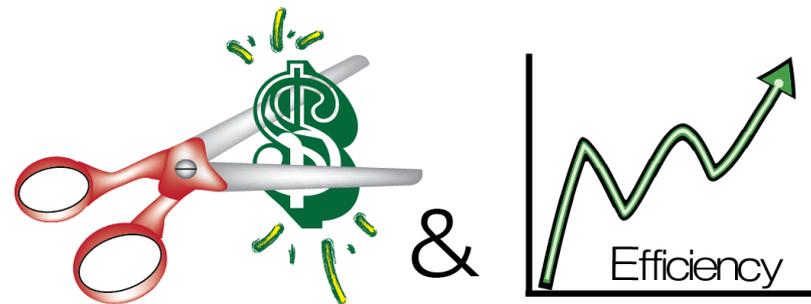
- **Simplify Marketing Automation Letters by eliminating the per pound rate between 3.3 and 3.5 ounces**
 - Simplifies Marketing Mail Letters

- **Increase Marketing Mail flats piece price weight break from 3.3 to 4.0 ozs.**
 - Allows mailers to add weight in order to add value to mail piece

- **Adjust Marketing Mail Forwarding fee to two decimal places**
 - Fixes 3 decimal problem in systems
- **Simplify Simple Samples**
 - Reduces 6 pricing tiers to 2 pricing tiers

Product Simplification

- **Make it Easier for Customers**
- **Improve Profitability**
- **Improve Network Efficiency**
- **Reduce Costs**
- **Stimulate Interest in Mail**
- **Add Value to Print**



Note: Solutions offered will not always simplify for all customers

- **Evaluate potential initiative against objectives**
- **Socialize with Industry**
- **Determine which ideas to pursue**
- **Determine Timing**
 - Evaluating ideas for 2018 implementation
 - Remaining initiatives to be evaluated for future date
- **Share structural changes**
- **PRC Filing - TBD**



■ Remaining Opportunities

- Evaluate move to piece/pound structure
- Look at ways to increase CR pallets
- Combine BPM flats into Standard flats
- Offer Standard Postcard rate
- Determine optimal bundle size
- Enable EDDM letters
- Combine CR flats with Standard flats

Open Discussion

First-Class Mail Product Development

MTAC

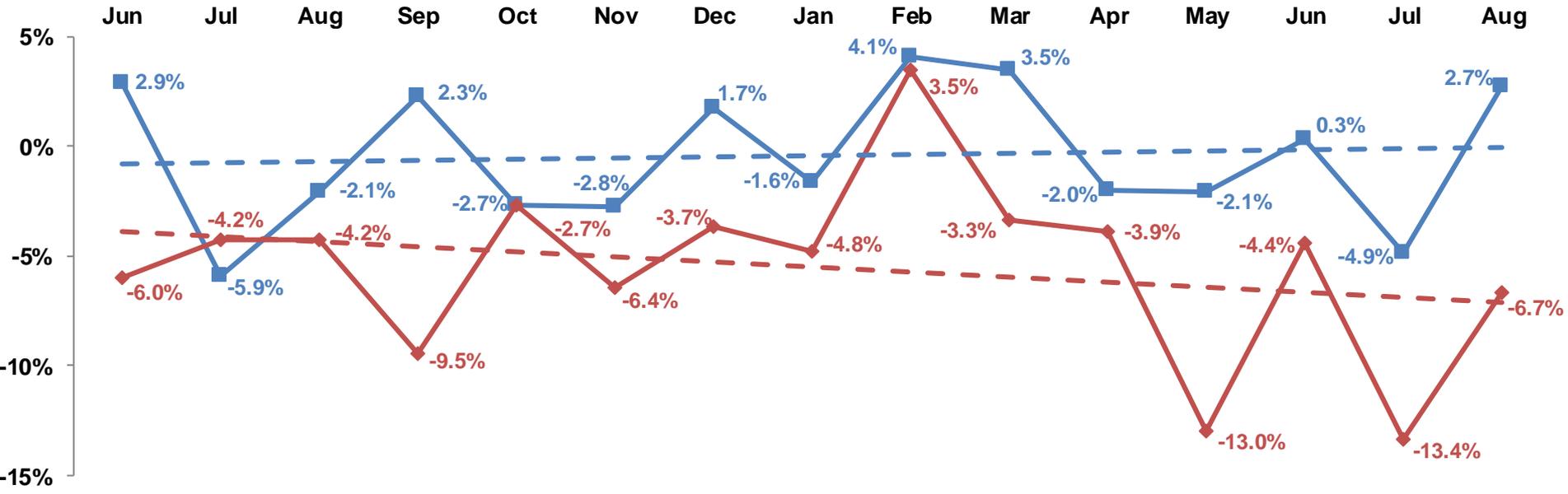
November 2016

- **Pulse of the Industry**
- **2016 Promotions Update**
- **2017 Promotions Review**
- **Informed Delivery Update**
- **Pricing Simplification Update**
- **Open Discussion**

Pulse of the Industry

First-Class Mail Volume (% Change over SPLY)

■ Total Presort Letters and Cards ◆ Total Single-Piece Letters and Cards
- - - Linear (Total Presort Letters and Cards) - - - Linear (Total Single-Piece Letters and Cards)

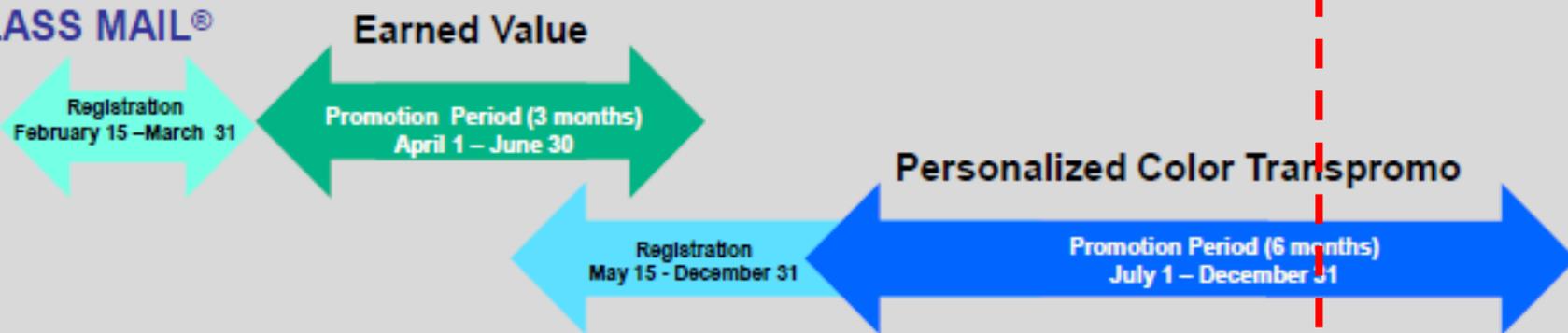


2016 Promotions Calendar Update

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



Mobile Shopping



▪ Earned Value

- Over 480 customers enrolled
- As of 7/7, CRM pieces: over 386M. BRM pieces: over 33M
- 2016 Credit release began – 7/11/16; now complete
- 2013 credits **expired** 8/15/16 – books **closed** as of 9/15

▪ Emerging & Advanced Technology

- Promotion **ended** 8/31/16
 - registered – 213
 - participants – 196
 - volume – 4.7B pieces
- No participants/registrations in A/B testing (2018 Workgroup planning)

▪ Tactile, Sensory & Interactive

- Promotion **ended** 8/31/16
 - registered – 228
 - participants – 164
 - volume – 1.5B pieces

- **Personalized Color Transpromo**
 - Registration began May 15
 - Promotion Period: **July 1** through December 31, 2016
 - Through 10/24
 - registered – 160
 - participants – 52
 - volume – 552M pieces

- **Mobile Shopping**
 - Registration began May 15
 - Promotion Period: **July 1** – December 31, 2016
 - Through 10/24
 - registered – 667
 - participants – 657
 - volume – 3.8B pieces

Survey Compliance

- Survey already went out for EV on 9/2
 - 2 additional Reminder eMails to date
 - 213 respondents (out of 480 registered)
- Emerging/TSI surveys will go out in the next 2 weeks, and will be preceded by an eMail blast and another reminder before the survey closes
- Info about open survey windows will be posted on BCG
- **STILL** need support on **REQUIRED** survey compliance!!

Other ideas???

Mail Entry Issues on Promotions

- No production sample provided to BMEUBMEU (required for all promos)
- Missing mailing statements (required for all promos)
- Incorrect CCR File promotion codes (claiming wrong promo)
- No promotion codes (requesting discount after mailing)
- Submitted mailpieces do not qualify for the promotion

Final Mailpiece Submission Requirements

- Required at Promotion Office for Tactile/Sensory/Interactive
- Required at BMEU for ***all*** mailings

Preapproval will also be required by Program Office for:

- Emerging & Advanced
- Direct Mail Starter

(already required for Color Transpromo, TSI and Mobile)

Adjustments at BMEU Self Service Kiosk:

- Users must certify on-screen during acceptance process that they are providing production mailpiece and statement to BMEU employee

Building audit app

- Facilitates BMEU “samples” audit process
- Enables team to streamline review/inputs and leverage centralized database

2017 Promotions Calendar Review

NOV – DEC 2016

JAN – FEB - MARCH

APRIL – MAY - JUNE

JULY – AUG - SEPT

OCT – NOV - DEC

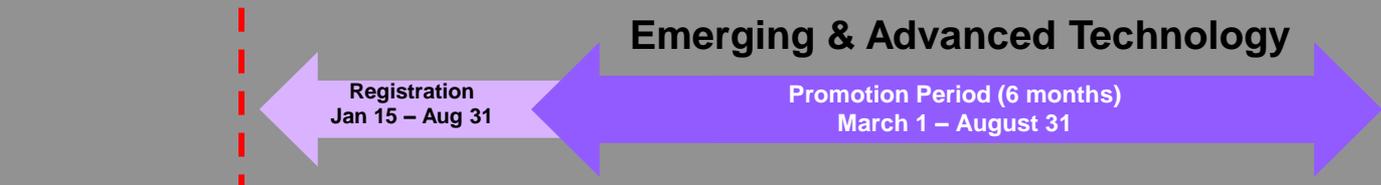
As of June 24, 2016

PRC approved as of June 16, 2016

FIRST-CLASS MAIL



STANDARD AND FIRST-CLASS MAIL



STANDARD MAIL



- **2017 Requirements Docs:**
 - Released to UG8 on 9/21/2016
 - ✓ Received very little feedback
 - Published to RIBBS on 10/14/2016
 - ✓ Getting some minor requests for clarification
 - ✓ Will likely update with minor changes in November

Promotion Period: January – June 2017

Earned Value Reply Mail Promotion:

As in prior years, this promotion will encourage mailers to distribute BRM and CRM envelopes and cards by providing them with a financial benefit when their customers put those pieces back in the mail. Credits may be applied to postage for First-Class mail presort & automation cards, letters and flats and Standard Mail letters & flats. Unused credits will expire December 31, 2017.

NEW in 2017

- Promotion will run for **6** months (previous years have been for 3 months)
- Mailers can earn a financial benefit related to distribution of Alternate Postage (also referred to as Share Mail™) pieces
- Mailers can earn a **5¢** postage credit for each BRM, CRM & Alternate Postage (also referred to as Share Mail™) piece placed in the mail stream & scanned during the promotion period
- Additional credits **will not** be offered to mailers that meet or increase prior year's volume

Promotion Period: February – July 2017

Tactile, Sensory and Interactive Mailpiece Engagement Promotion:

This promotion encourages mailers to enhance customer engagement with the mail through the use of advanced print innovations in paper and stock, substrates, inks, and finishing techniques. Regular and nonprofit Standard Mail letters and flats that meet the promotion requirements will be eligible for an upfront two percent postage discount during the promotion period.

NEW in 2017

- Slight adjustments to requirements –will most likely remove some qualifying characteristics
- Will work with UG8 for input on our final requirements

Promotion Period: March – August 2017

Emerging and Advanced Technology Promotion:

This promotion encourages mailers to incorporate mobile and other technologies into their direct mailpieces. As in prior years, regular and nonprofit Standard Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront two-percent postage discount.

NEW in 2017

- In addition to the qualifying technologies recognized in 2016, eligibility for the discount will extend to mailpieces that incorporate two new categories of emerging technology, which can enhance mailers' direct marketing campaigns:
 - Virtual reality, and
 - Technology that facilitates programmatic and retargeting marketing strategies
- ✓ The 2017 promotion **will not** offer an A/B Testing option

NEW Promotion for 2017

Promotion Period: May – July 2017

Direct Mail Starter Promotion:

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Eliminate 3-Digit Automation Letters for First-Class Presort

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3 & 3.5 Ounces free for First-Class Commercial Letters

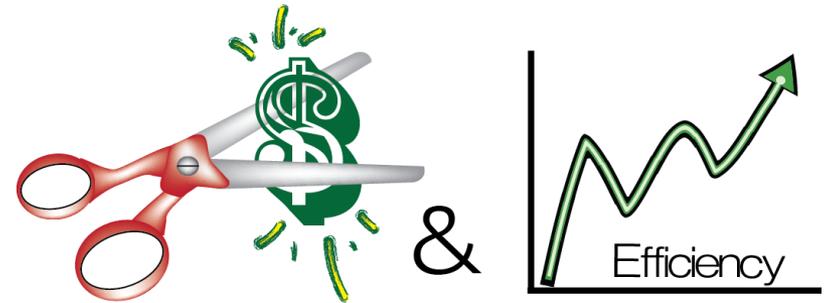
- One price for all commercial letters up to 3.5 ounces
- Provides the ability to add content to bills and statements

Alternate Postage rebranded as Share Mail

- One price tier
- Marketing agreements no longer required
- Both static and serialized IMbs allowed

Product Simplification

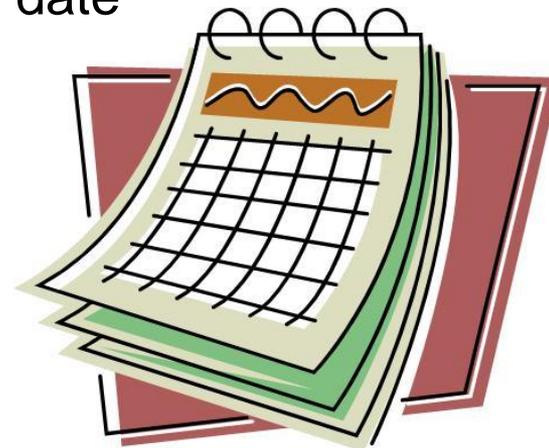
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- Remaining initiatives to be evaluated for future date
- **Share structural changes**
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- **Remaining Opportunities**
 - Require palletization for Letters
 - Offer drop ship discount
 - Evaluate appropriate weight break for automation letters
 - Create up to 3rd ounce free for single piece
 - Review indicia
 - Establish VARS for flats
 - Simplify preparation for postcards

Open Discussion