

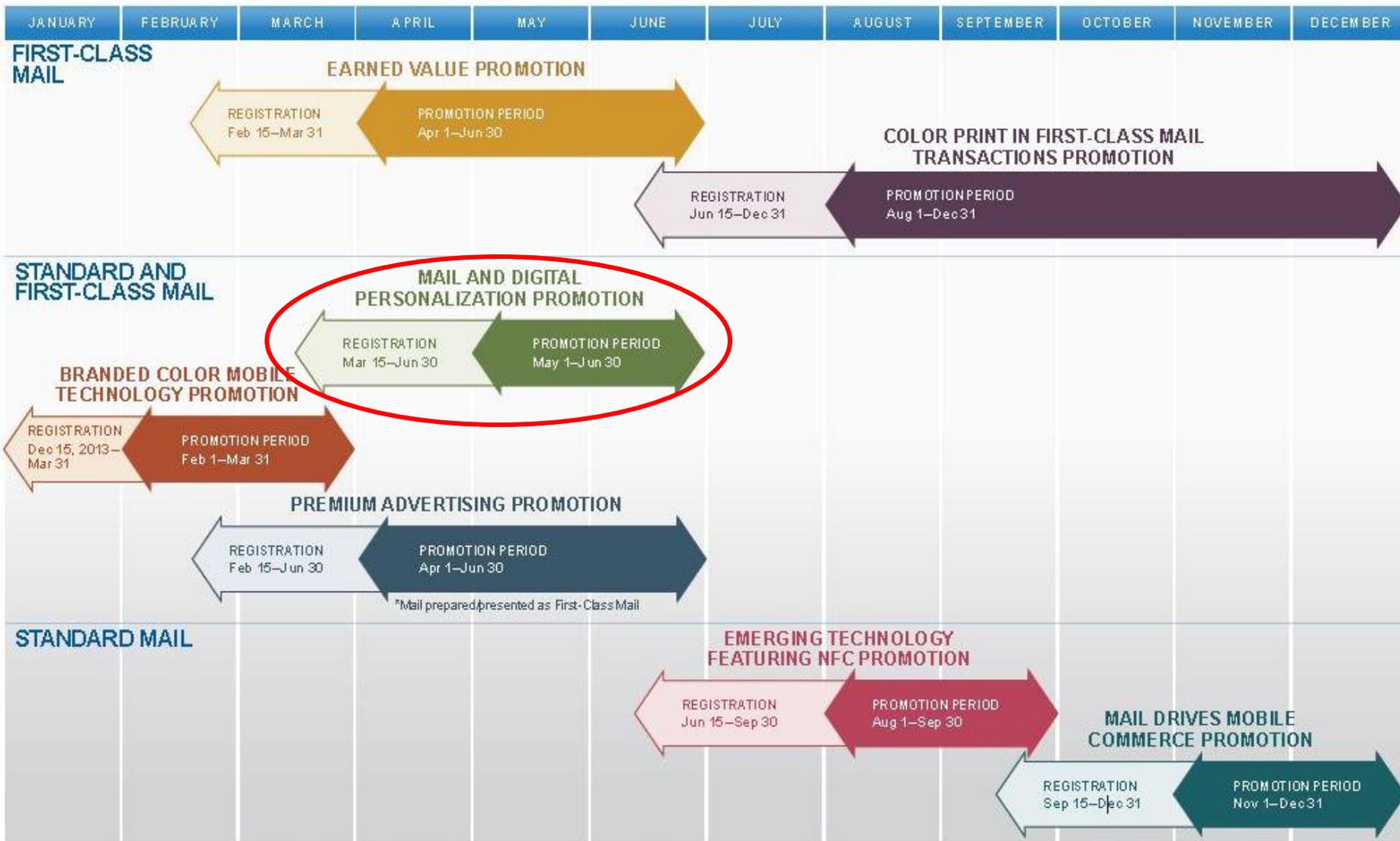
2014 USPS Promotions: Mail & Digital Personalization

March 25, 2014

Please visit the [Promotions & Incentive Programs website](#) to view this webinar recording.

**Mailing Services
New Products & Innovation**

- **Mail and Digital Personalization promotion**
 - Promotion Overview
 - Registration
 - Mailpiece Requirements
 - Frequently Asked Questions
- **2014 Promotions**
- **Questions**



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.
- Automation portions must be 90% Full-Service compliant



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



Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard

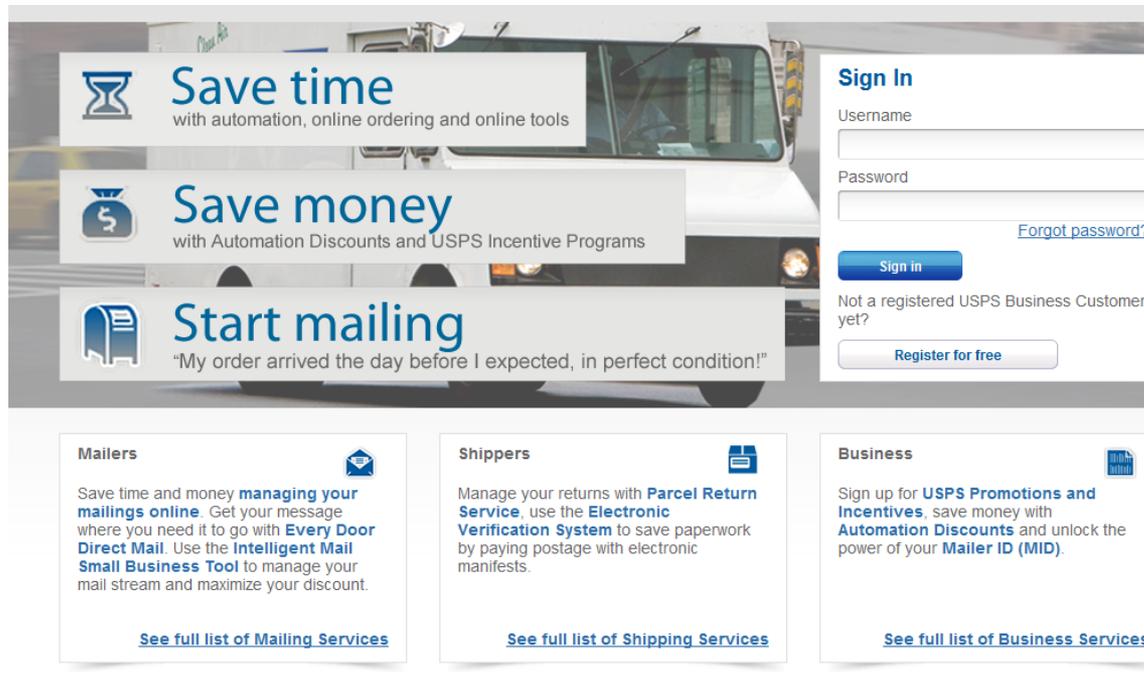
Mailpiece

- Must contain highly personalized content using VDP
- Must include a personalized URL **or** mobile print technology
- Must lead to a mobile optimized experience
- If using mobile print technology, must include directional copy

Discount

- Promotion discount is calculated in PostalOne!®
 - **Must be claimed at the time of mailing**

- Register on Business Customer Gateway via the Incentive Program service: <https://gateway.usps.com>
- Agree to promotion terms at least 2 hrs. prior to presenting the first qualifying mailing
 - Specify which permits and/or CRIDs will be participating in the promotion
 - Agree to complete a survey on the Business Customer Gateway at end (mailers only)



The screenshot displays the USPS Business Customer Gateway registration interface. The background features a white USPS delivery truck. The main content area is divided into three promotional banners on the left and a sign-in/registration form on the right.

Save time
with automation, online ordering and online tools

Save money
with Automation Discounts and USPS Incentive Programs

Start mailing
"My order arrived the day before I expected, in perfect condition!"

Sign In

Username

Password

[Forgot password?](#)

Sign in

Not a registered USPS Business Customer yet?

Register for free

Mailers

Save time and money **managing your mailings online**. Get your message where you need it to go with **Every Door Direct Mail**. Use the **Intelligent Mail Small Business Tool** to manage your mail stream and maximize your discount.

[See full list of Mailing Services](#)

Shippers

Manage your returns with **Parcel Return Service**, use the **Electronic Verification System** to save paperwork by paying postage with electronic manifests.

[See full list of Shipping Services](#)

Business

Sign up for **USPS Promotions and Incentives**, save money with **Automation Discounts** and unlock the power of your **Mailer ID (MID)**.

[See full list of Business Services](#)

Mailpiece Requirements

①

**Highly
personalized
using Variable
Data Printing**

**Acceptable examples
include but are not
limited to:**

- Name
- Age
- Birthday
- Buying behaviors
- Preferences
- Online behavior

②

**Personalized
URL or mobile
print
technology**

*www.xyzcompany.com/
johndoe*

OR



③

**Mobile
Optimization**

**Mobile
Optimized**



④

**Directional
Copy**
(if mobile print
technology is used)

**Acceptable examples
include:**

*Scan here to shop our
mobile site.*

*Scan to download our
app.*

*Scan this page for
special offers.*

Mobile-Optimized v. Mobile Friendly

- Webpage is specifically designed for smartphone screens
- Mobile-optimized sites have:
 - More compact layout
 - Less copy
 - Fewer/smaller images
 - Streamlined navigation
- Ineligible:
 - Mobile-friendly site: Full webpage formatted to fit within a smartphone screen



Mobile Friendly

Mobile Optimized



Question: I understand that each piece must be personalized based on individual or buying behavior, however does the content of each mail piece need to be unique?

No the contents of the mailpiece do not have to be unique as long as the personalization requirement is met.

Question: We can get names for about 80% of our saturated list. For the other 20% we would have the welcome page say something like **Welcome Company Name friend at 123 main street.** Would this meet the requirement?

The promotion requires that all of the mailpieces on a mailing statement meet promotion requirements. The 80% of the mailing that is personalized can be contained in a mailing statement claiming the discount, but the remaining 20% that are not personalized must be separated onto a separate postage statement and are not eligible for the discount.

Question: If we do not have the specific name for an address, but have the buying habits for a specific address would this qualify for the incentive program. Example: I know that the customer qualifies for a certain product package based on age, income, and previous purchase at that address.

From what you have described this does not appear to meet our promotion requirements because the contents of the mailpiece are not personalized or customized to the recipient. It is also not clear how the customer would be directed to a unique url address that could be tracked at the recipient level.

Question: We send out a direct mailer to our customers, each has a specific coupon barcode and Customer ID on it so that we may track redemptions etc. On the direct mailer we ask our customers to visit a website and enter in their email address and unique customer number which is printed on the direct mail piece. They then receive a success message. Is this eligible for the savings?

No, this does not qualify for the promotion. The mailpiece must contain a personalized url or mobile print technology, example QR codes, that directs the recipient to an active and unique website. A coupon barcode and customer ID printed on the piece does not meet this requirement.

For further information:

Email: mobilebarcode@usps.gov

Fax: 202-268-0238

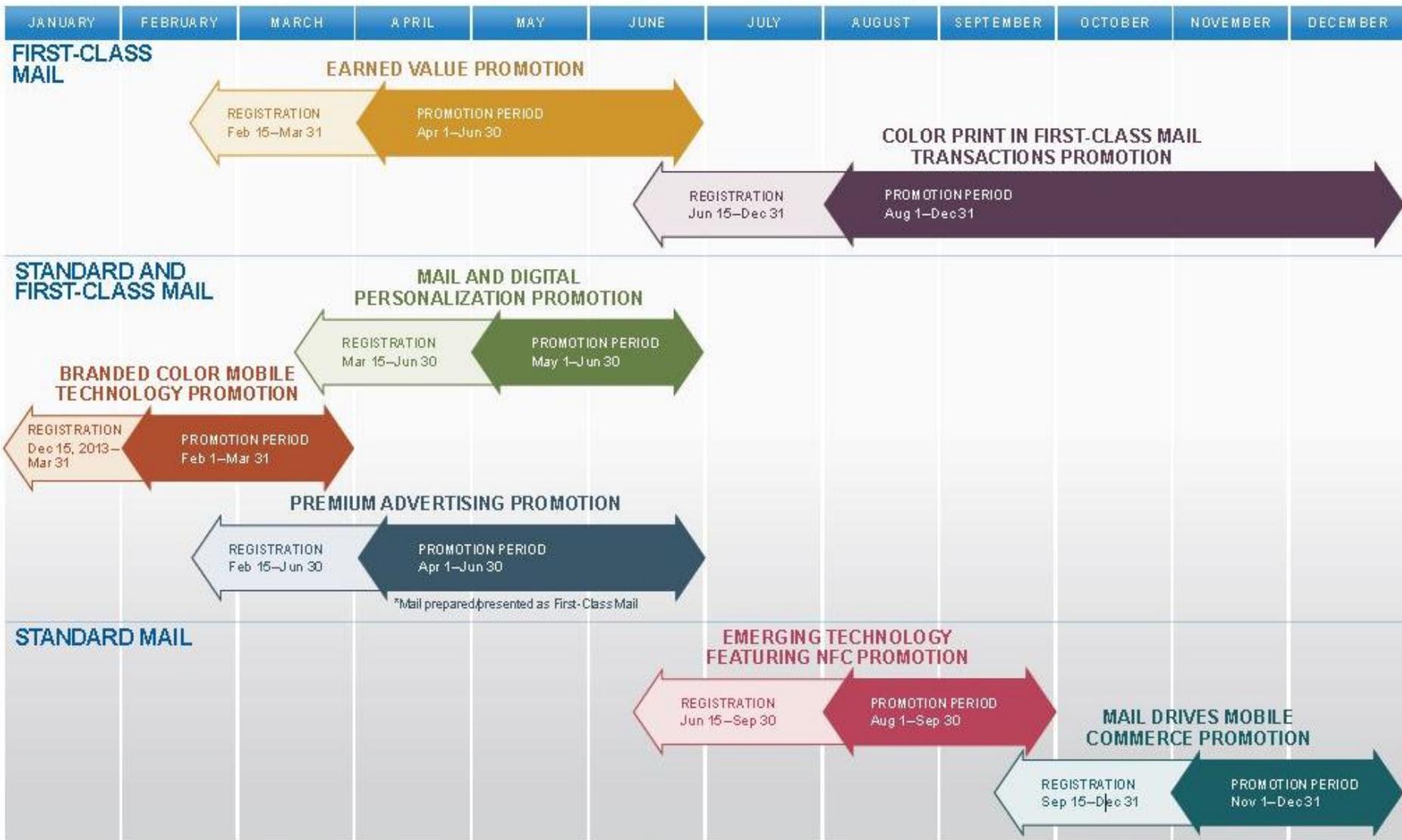
Mail: US Postal Service
Attn: Mail & Digital Personalization Promotion
Post Office Box 23282
Washington, DC 20026-3282

Web: <https://ribbs.usps.gov/mobilebarcode>
<https://www.usps.com/business/promotions-and-incentives.htm>

The program office encourages mailers to request pre-approval on planned mailpieces.

Requests should be sent to the program office at: mobilebarcode@usps.gov

2014 Promotions



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**
- **Promotion Period:** April 1 – June 30 (Reply pieces counted during this period)
- **Credit**
 - 2 cents credit per eligible, returned CRM or BRM mailpiece.
 - Participants in the 2013 Promotion whose CRM and BRM counts increase in 2014 receive 3 cents per eligible mailpiece
- **Credit Receipt/Redemption**
 - Credit will be applied to the mailer's Permit Imprint account



Premium Advertising Product Promotion

Promotion offers an upfront discount on First-Class Mail 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 commercial letters (IMb full-service mailings)
- **Discount:** 15% off eligible FCM postage
- **Eligible Participants:** Customers who mailed \$6 million or more in Standard Mail letter postage in FY 2013
 - Eligible Customers contacted by USPS by Dec 20, 2013
- **Postage Payment:** Permit Imprint only
- **Requirements Posted on RIBBS**



Questions can be sent to: PremiumAdMail@usps.gov

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 commercial letters (sent in IMb full-service mailings)
- **Discount:** Upfront 2% postage discount
- Mailpiece must have dynamic 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



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

Service Address
131 LOOP ROAD BLDG 91042
HURLBURT FL 32544

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

3035(MV-7)
16TH STREET MEDICAL GROUP : FIELDBT1
131 LOOP ROAD BLDG 91042
HURLBURT FL 32544

STATEMENT

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

Next statement date: -JAN-05
Account number: 544SI

Total amount due: **\$43.95**

PART NUMBER	DESCRIPTION/DETAIL	REFERENCE
IS00126630	19-MAY-04 Invoice 19-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



544SI

DATE: _____

Acct. No. **544SI**

\$ _____

Emerging Technologies Promotion

Encourage mailers to enhance the value of their mail utilizing Near Field Communication

Other potential technologies still being considered

- **Registration Period:** June 14 – September 30
- **Promotion Period:** August 1 – September 30
- **Discount:** 2% per eligible mailpiece
- **Eligible Mail:**
 - Standard Mail letters and flats
 - Nonprofit Standard Mail letters and flats
 - IMb full-service mailings for applicable products

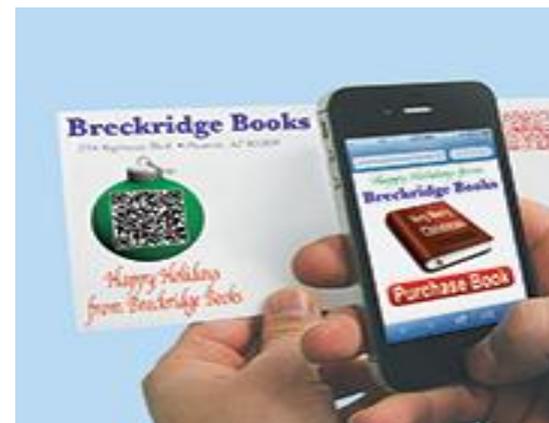


*Full requirements document has been posted and includes details on
“enhanced” augmented reality.*

Mail Drives Mobile Commerce Promotion

Encourage marketers and retailers to utilize state of the art mobile purchasing technology with direct mail to facilitate purchases. Eligible mailpieces must include print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website.

- **Registration Period:** September 15 – December 31
- **Promotion Period:** November 1 – December 31
- **Eligible Mail:**
 - Standard Mail letters and flats
 - Nonprofit Standard Mail letters and flats
 - IMb full-service mailings for applicable products
- **Discount:** 2% per eligible mailpiece (Mailers who fulfill packages via Priority Mail may qualify for an additional 1% discount)
- **Priority Mail Fulfillment Rebate**
 - Additional 1% Standard Mail postage rebate





Questions?