



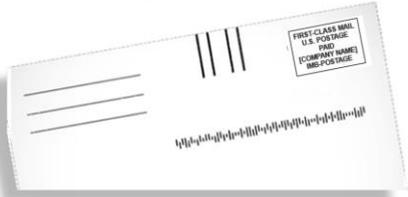
Originally introduced in 2014 as Alternate Postage, we've simplified the product to make it easier to use and renamed it Share Mail™.

Share Mail™ is an innovative way to enable new and more personal connections through the mail.

 **Share Mail™**

### A creative twist on domestic direct mail postage

- ★ Easy and convenient way to send Single-Piece First-Class Mail without affixing a stamp
- ★ Features
  - Send Share Mail pieces from multiple locations to multiple locations anywhere in the United States
  - Get rich tracking information to help monitor the success of your marketing campaign and plan future ones (unique IMb only)



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Share Mail provides a way for businesses and organizations to allow individuals to send First-Class Mail letters and postcards without affixing a stamp.

Share Mail relies on Intelligent Mail barcode® (IMb) technology to identify and count each pre-approved mailpiece as it moves through mail processing equipment.

Share Mail mailpieces may be deposited into a collection box or at a retail counter in the United States entering the mailstream as single piece First-Class Mail.



Share Mail allows a business to send or distribute an offer or promotional information to its customers that can be forwarded to other individuals through the mail.

In the example shown here, a business has mailed a promotional offer to its customers and has attached a Share Mail postcard to the mailpiece. In addition to claiming the offer themselves, the customer can share the offer with family and friends by detaching the postcard and sending it through the mail without having to affix any postage.



- ★ Referral Marketing – Have your existing customers refer your product to new prospects/customers
- ★ Monitor the success of your campaign with rich tracking information with Intelligent Mail barcode (IMB)
- ★ Opportunity for Innovation-Add a QR code or augmented reality trigger to extend the customer experience to the digital realm



*Business sends customer a promotion that includes Alternate Postage mailers.*

*Customer sends Alternate Postage pieces to her friends.*

*Friends receive mailer and respond online or in-store.*

We know that referral marketing works and customers are more likely to buy a recommended a product or service. According to a Nielsen study, 77% of consumers are more likely to buy a new product when learning about if from friends or family. And 49% of US consumers say friends and family are their top sources of brand awareness, up from 43% in 2009. (Jack Morton)

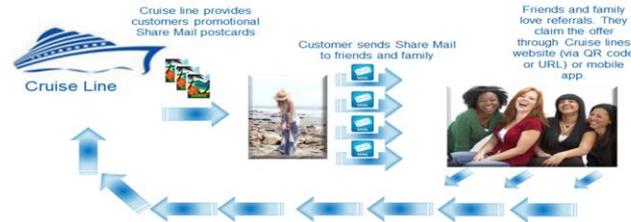
Businesses who apply unique Intelligent Mail barcodes to their pieces can monitor the success of the mailings by signing up for IMb Tracing™ which tracks Share Mail pieces as they are entered into the mailstream.

Techniques such as the addition of QR codes or augmented reality to the mailpiece enhance the customer experience and can also help measure campaign responses.



## Need an Inspiration?!

Here are some examples of how you might use Share Mail:



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Here is an example of how Share Mail might be used:

A cruise line is trying to acquire new customers through referral marketing. The company provides its current customers with promotional postcards that they can send/share with friend and family members. The promotion may be a discount, free pictures, etc. on a future cruise. The existing customer can share this promotion with family and friends by dropping the postcard in the mail without having to apply any postage.

UNITED STATES  
POSTAL SERVICE

Use Examples

## Need More Inspiration?!



Hi John,  
South Beach is offering  
a 25% savings on a vacation  
if you refer a friend.  
I booked yesterday.

Follow the link,  
hope to see you there!

www.southbeachvacay.com

FREE CLIPPING  
BY REQUEST  
AND POSTAGE  
GUARANTEED

John Doe  
123 Main Street  
Anytown, USA 55

25% off booking  
When you refer a friend

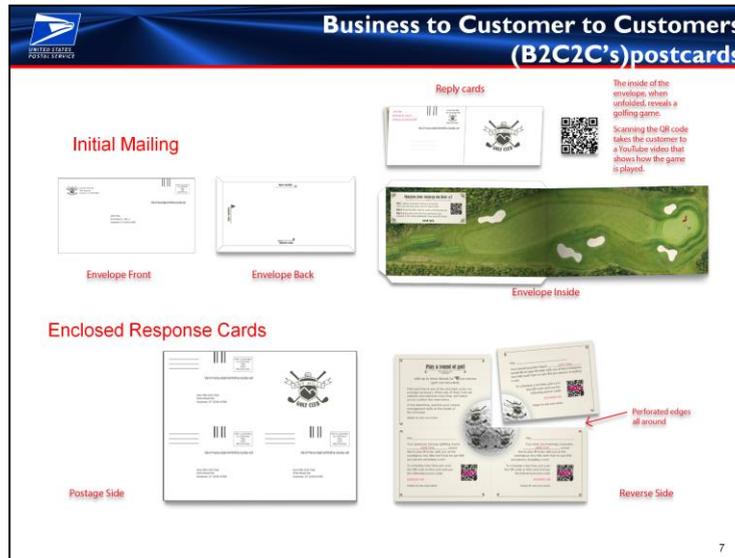


Above is another example of a vacation offer with the postcard addressed to a friend

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### Other examples of how mailers might use Share Mail:

- 💡 A retailer shipping products could enclose Share Mail thank you cards in its shipments of gift purchases so that the recipient can thank the person(s) who sent them the gift.
- 💡 An online retailer may enclose Share Mail postcards in its fulfillment shipment that allows the purchaser to refer a friend to the retailer or take advantage of a promotional offer.



As mentioned earlier, the content of the mailpiece can be enhanced by adding an element that allows the recipient to have a digital experience.

### Initial Mailing:

A local golf club mails an 11" x 6" envelope by First-Class Mail® or Standard Mail® to club members or frequent players. The envelope contains an offer to the club member, and invites him/her to mail the three enclosed Share Mail cards to his/her friends. The envelope also has a game inside that the recipient can play. Game play and rules can be found by scanning a QR code that takes them to a YouTube video.

### Enclosed Response Cards:

The club member detaches the three enclosed 5.25" x 4" Share Mail cards and mails them to

his/her friends, inviting them to go to the golf club's website to fulfill the offer. The club pays for the mailing of Share Mail cards.

**Share Mail Postage Identification and Benefits**

FIM E, Indicia and Intelligent Mail technology are used to collect postage

Benefits:

- ✓ Added ease and convenience when sending Single-Piece First-Class Mail letters and postcards (no need to affix postage)
- ✓ Ability to send mailpieces from multiple locations to multiple destinations using a convenient postage payment feature
- ✓ IMb Technology to identify, scan, and count each mailpiece
- ✓ Businesses don't have to discard inventory when postage price increases

1. Facing Identification Mark E (FIM E)  
 2. Intelligent Mail barcode® (IMb)  
 3. Indicia with the following text:
 

- First-Class Mail U.S. Postage Paid
- <Company Name>
- IMB-POSTAGE

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**Required Elements:**

The mailpiece must contain:

1. Facing Identification Mark E (FIM E)
2. Intelligent Mail barcode® (IMb)
3. Indicia with the following text:
  - First-Class Mail U.S. Postage Paid
  - <Company Name>
  - IMB-POSTAGE

**The Benefits of Share Mail™ are:**

- Added ease and convenience when sending Single-Piece First-Class Mail letters and postcards **(no need to affix postage)**
- Ability to send mailpieces from multiple locations to multiple destinations using a convenient postage payment feature
- IMb Technology to identify, scan, and count each mailpiece

**What's key?** - as identified above in number **3** the wording **“IMB-POSTAGE”** lets us know the mailpiece is an Share Mail™ mailpiece.



**Pricing**

Share Mail Letters and Postcards		
Maximum Weight (oz.)	Share Mail Letters (\$)	Share Mail Postcards (\$)
1	\$0.57	\$0.42

Current prices can be found in the Price List Notice 123: <http://pe.usps.com/text/dmm300/Notice123.htm>

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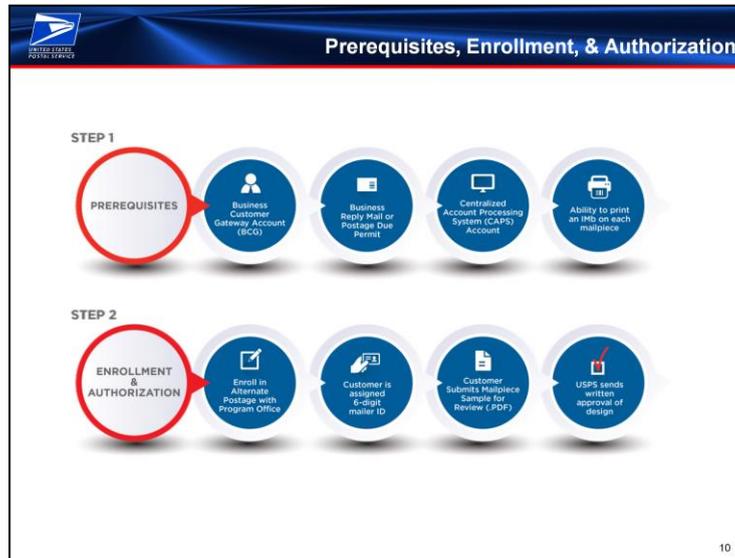
The customer shall distinguish between one ounce letters and postcards by the use of separate Mailer IDs.

There will be only one price tier as of January 22, 2017. Prefunding requirements have been removed.

### **Accounting and Payment**

On a pre-determined scheduled, the Program Office will electronically notify the customer of the number of units the Postal Service processed and the amount of postage due.

Payment is made via a CAPS account.



## Customers who would like to participate will need the following prior to enrollment:

1. Account on the USPS Business Customer Gateway (accounts can be created and accessed at: <https://gateway.usps.com/eAdmin/view/signin>)
2. USPS Centralized Account Processing System (CAPS) account
3. Valid *Business Reply Mail* or *Postage Due* Permit linked to the CAPS account
4. Ability to print a static IMb (barcode does not vary by mailpiece) or unique IMb (barcode varies by mailpiece) on each mailpiece

## Enrollment and Mailpiece Authorization :

Customers may register and enroll in the Share Mail program by sending an email to the Share Mail Program Office at:

[sharemail@usps.gov](mailto:sharemail@usps.gov).

Once approved by the program office, mailpiece samples must be submitted for approval prior to any mailing. Approvals can take up to 7 business days.

Please see Share Mail Publication for detailed instructions and requirements.

Other resources are on the resource page of this document.





Available documents:

- Share Mail Publication
- Customer Application Form
- Share Mail Getting Started Guide  
[http://blue.usps.gov/sales/\\_pdf/AlternatePostageGettingStartedGuideAug2016-1.pdf](http://blue.usps.gov/sales/_pdf/AlternatePostageGettingStartedGuideAug2016-1.pdf)
- Share Mail Sales Sheet and Battle Card

RIBBS

- Intelligent Mail Guides & Technical Specifications  
<https://ribbs.usps.gov/index.cfm?page=intellmailguides>
- Business Customer Gateway <https://gateway.usps.com/eAdmin/view/signin>

For additional information, please click the following link to email the program office at: [sharemail@usps.gov](mailto:sharemail@usps.gov).