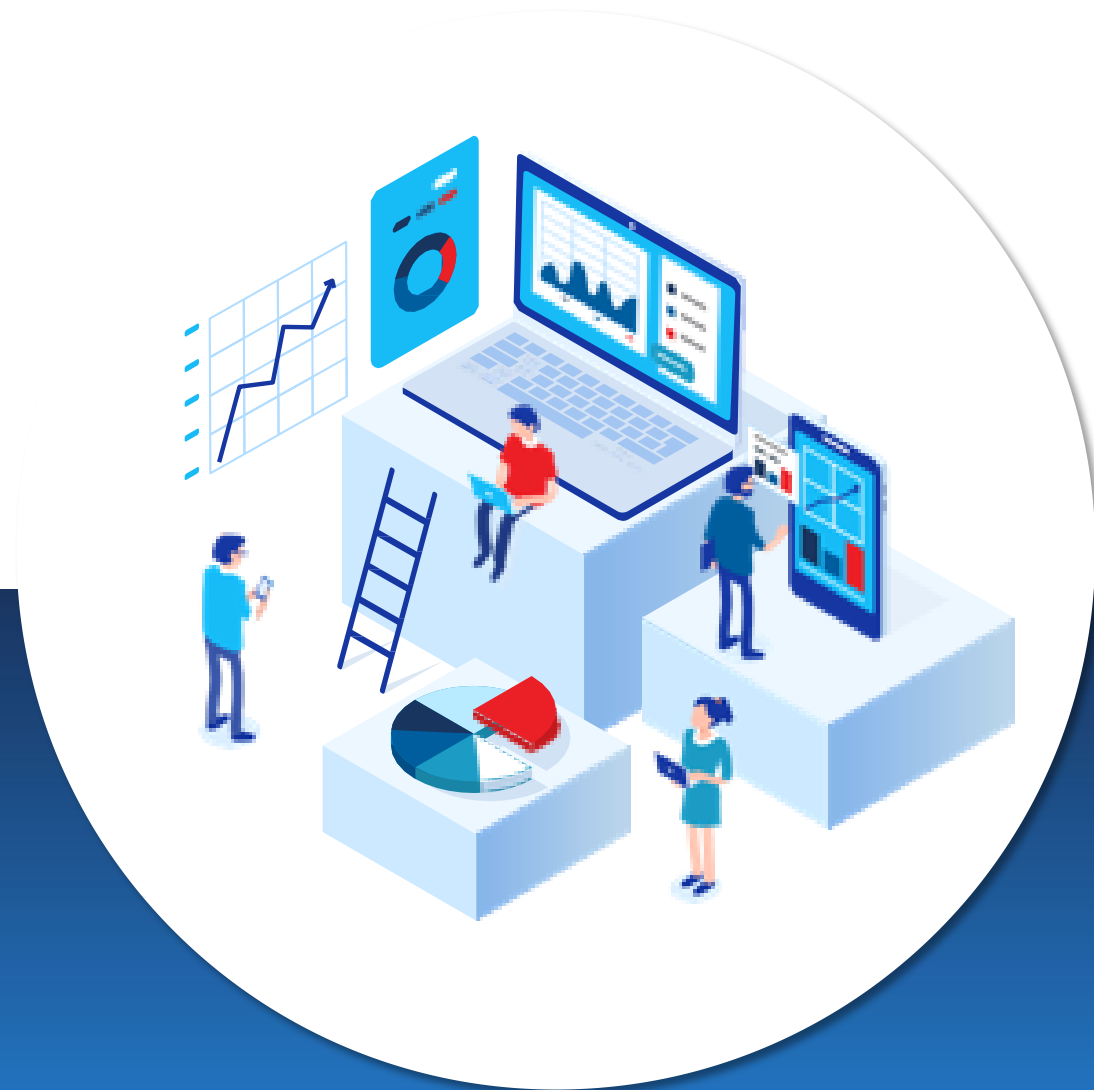


# USPS MAILING PROMOTIONS

Personalized Color Transpromo  
May 2022



2022

# PERSONALIZED COLOR TRANSPROMO



## Brightening Up Mail

Send vibrant, colorful mailpieces that people will notice, explore, and remember.

# 2022 OVERVIEW

Encourage marketers, advertisers, mailers, etc., to incorporate marketing messages that are highlighted using color, dynamic variable print and personalization. All participants need to include a full color marketing message and/or visualization of account data in two or more colors not including black, white, or gray scale. Previous participants need to meet the personalization requirements.



## PERSONALIZED COLOR TRANSPROMO

### DISCOUNT AMOUNT

**3% off**

eligible postage

### REGISTRATION PERIOD

May 15, 2022

–

Dec 31, 2022

### PROMOTION PERIOD

Jul 1, 2022

–

Dec 31, 2022

### ELIGIBLE MAIL:

- First-Class Mail® Presort and automation letters
- Bills, statements, and account summaries only

# REQUIREMENTS - ALL MAILERS

In order to be eligible for the Promotion, all mailpieces must include a **Full Color Marketing Message**.

- Full Color – Two or more colors not including black, white, or grayscale
- Marketing Message – Offer for an additional product or service from the mailer
  - Rewards, Incentives, or Loyalty Programs
  - Renewal offers for memberships or other services
  - Coupons



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# REQUIREMENTS - ALL MAILERS

As an alternative to a Marketing Message, the mailing can include a **Full Color Visualization of Account Data**. This is most often utilized by utility companies and credit card companies.

- Visualization of Account Data – A data visualization that shows a personalized look into a customers account.
  - Graph depicting spending over time
  - Utility usage over time
  - Rewards points earned



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# REQUIREMENTS - REPEAT MAILERS

Repeat participants must demonstrate that they are personalizing their marketing messages or visualizations in addition to other color requirements. One of these criteria must be met.

- Personalization
  - Message is tailored to the individual and is exclusive to them
  - Customers receive a different variation of the offer based on their demographics/behavior
- Upselling
  - Customer is encouraged to 'upgrade' such as applying for a new credit card with more rewards
- Cross-Selling
  - Customer encouraged on their auto insurance bill to take an additional offer such as life insurance



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# ELIGIBILITY

Along with including qualifying marketing messages, mailers must meet a few additional guidelines.

- The qualifying message must be printed as an ‘Onsert’ with the content of the bill/statement itself, not as an insert or added beyond the fine print
- Logos and text elements with color do not qualify on their own
- Messages on the outside of the envelope are **ineligible**
- Messaging encouraging mail diversion or “going paperless” is not able to qualify for the promotion



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# EXAMPLE

**Full Color**  
2 or more colors (no black/white/gray) in the marketing message



**Your Account Information**

Account Number	9999999999999999
Travel Description	2021 TRAVEL 41-2
Order #	4FA92E38T3GEC21659
Statement Date	10/09/2021
Payoff Amt	\$ 561.09
Good thru	10/30/2021
Customer Service Center	1-812-345-6789
Hours of Operation	Mon-Fri 7am - 8pm EST Sat 7am - 5pm EST
Website Address	ABCTravel.com/finance

Refer to next page for additional contact information and Important Notices.

**Your Transaction(s) Since Last Statement**

DATE	DESCRIPTION	AMOUNT
9/12/21	Grocery	\$ 168.95
9/18/21	Car Rental	\$ 212.63
9/22/21	Dining	\$ 78.56
9/23/21	Internet	\$ 88.45
9/25/21	Streaming Service	\$ 12.50

Payments received after statement date are not reflected.

**Your Amount(s) Due**

DATE	DESCRIPTION	AMOUNT
09/10/2021	Payment Due	\$ 561.09
<b>TOTAL AMOUNT DUE</b>		<b>\$ 561.09</b>



**Onsert**  
Message is within the content of the bill/statement

**No**  
“Mail Diversion”  
There is no prominent, color message promotion going paperless

DETACH AND RETURN REMITTANCE COUPON FOR EACH ACCOUNT PAID

Customer Service Center P.O. Box 4019349 Newark MD 21841	Account Number Payment Due Date TOTAL AMOUNT DUE	9999999999999999 10/30/2021 \$ 561.09
	If Payment Received AFTER Please Pay	10/30/2021 \$ 731.45

ENTER TOTAL AMOUNT PAID ABOVE  
SEND PAYMENT TO:

Customer Service Center  
P.O. Box 4019349  
Newark MD 21841

14806300000099999999999900069645

**Personalization**  
Marketing message must be targeted towards specific customers based on behavior/demographics



## PERSONALIZED COLOR TRANSPROMO





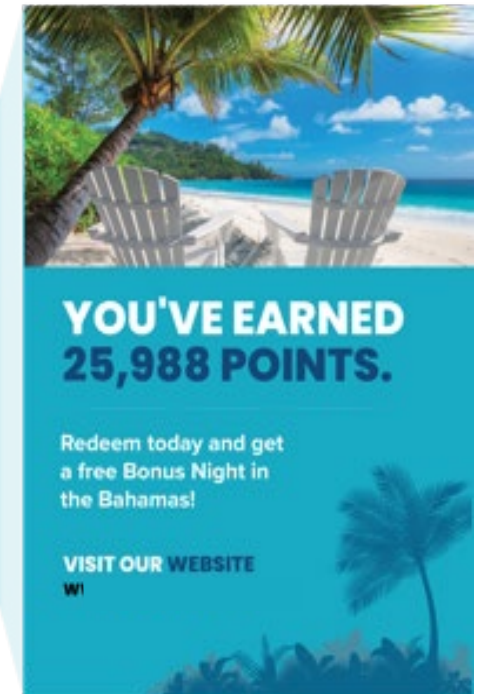
# EXAMPLES

Color Integration (First-time Participants)

Color + Personalization (Repeat Participants)



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# WHAT'S NEW

Discount has been increased from 2% to 3%

Release of new Promotion Guidebooks. The Guidebooks facilitate participation in each of the Promotions available. Guidebooks can be found on each Promotion's PostalPro page:

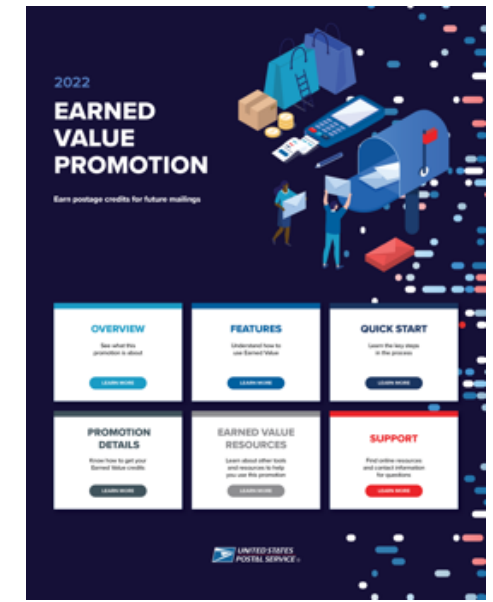
<https://postalpro.usps.com/promotions/2022-transpromo/requirements>



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# 2022 PROMOTIONS GUIDEBOOKS

- **Modular:** Distinct sections get you to the information you need, quickly and easily
- **Clickable:** Interactive tabs, buttons, and links take you directly to relevant content and resources
- Available on Postal Pro: <https://postalpro.usps.com/promotions>



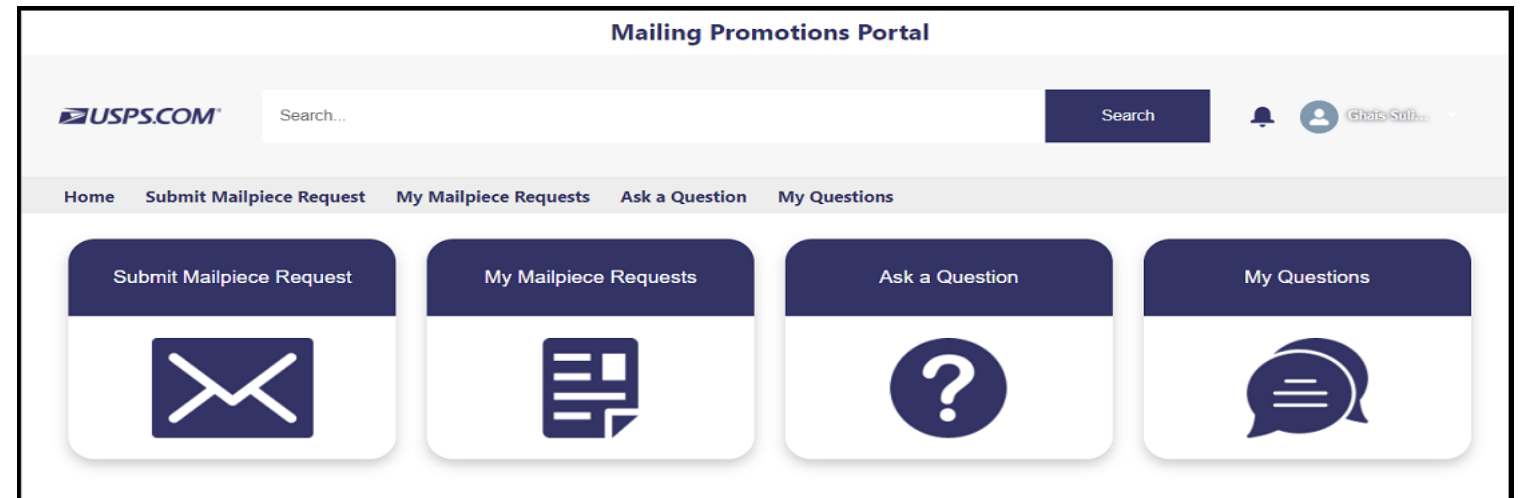
# MAILING PROMOTIONS PORTAL

The Promotions team is excited to launch our new Mailing Promotions Portal later this month. The portal will modernize the review process for sample mail pieces and phase out the manual email process. Questions and samples will be submitted through the portal and tied to service requests for easy record keeping.







May 13 – Portal Launches on the BCG and PostalPro page will be published with tutorials on how to participate.



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# 2022 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION	EMAIL ADDRESS
 <b>TACTILE, SENSORY AND INTERACTIVE</b>	February 1 – July 31, 2022	SS	First-Class Mail® & Marketing Mail®	<b>4% Discount</b> off at Postage Statement line level	<a href="mailto:tactilesensorypromo@usps.gov">tactilesensorypromo@usps.gov</a>
 <b>EMERGING AND ADVANCED TECHNOLOGY</b>	March 1 – August 31, 2022	ME	First-Class Mail & Marketing Mail	<b>Emerging Technology:</b> <b>2% Discount</b> off at Postage Statement line level for	<a href="mailto:EmergingTechPromo@usps.gov">EmergingTechPromo@usps.gov</a>
		1X	First-Class Mail & Marketing Mail	<b>Enhanced Emerging Technology:</b> <b>3% Discount</b> off at Postage Statement line level	
 <b>EARNED VALUE</b>	<p><b>Credits Earned:</b> April 1 – June 30, 2022</p> <p><b>Credits Redeemed:</b> July 1 – December 31, 2022</p>	RR	<p><b>Redeem credits on:</b> First-Class Mail Presort and Automation cards, letters and flats, and USPS Marketing Mail™ letters and flats</p>	<b>\$0.02 Credit</b> per BRM/CRM/Share Mail piece counted which can be applied to postage due***	<a href="mailto:earnedvalue@usps.gov">earnedvalue@usps.gov</a>
 <b>PERSONALIZED COLOR TRANSPROMO</b>	July 1 – December 31, 2022	CP	First-Class Mail Presort and Automation letters	<b>3% Discount</b> off at Postage Statement line level	<a href="mailto:FCMColorPromotion@usps.gov">FCMColorPromotion@usps.gov</a>
 <b>INFORMED DELIVERY</b>	August 1 – December 31, 2022	PI	First-Class Mail & Marketing Mail	<b>4% Discount</b> off at Postage Statement line level	<a href="mailto:Promotion-InformedDelivery@usps.gov">Promotion-InformedDelivery@usps.gov</a>
 <b>MOBILE SHOPPING</b>	September 1 – December 31, 2022	MI	Marketing Mail	<b>2% Discount</b> off at Postage Statement line level	<a href="mailto:mailingpromotions@usps.gov">mailingpromotions@usps.gov</a>

\*\*\*Earned Value credits can be applied on statements claiming other promotion discounts

# SUPPORT

Further questions can be directed to the Promotions Office.

## Email\*\*\*

FCMColorPromotion@usps.gov

*\*\*\*Note – With the launch of the Mailing Promotions Portal, we will be transitioning away from the Promotions inbox. Communication will take place within the portal.*

## Program Managers

Laura Ambrogio

Carl Boettner

## PostalOne!® Helpdesk

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: MSSC@USPS.gov or 1-877-672-0007.



# QUESTIONS

