2022 USPS MAILING PROMOTIONS







EMERGING AND ADVANCED TECHNOLOGY







PERSONALIZED COLOR TRANSPROMO

MOBILE **SHOPPING**



USPS MAILING PROMOTIONS

encourage Marketers, Printers, and Mailers to use technology and print techniques in their mailings to drive better engagement with customers and boost results.

The USPS Mailing Promotions



EARNED VALUE



INFORMED DELIVERY®

TACTILE, SENSORY, **INTERACTIVE**







Informed Delivery Promotion Journey

AGENDA

INFORMED DELIVERY PROMOTION BEST PRACTICES

QUESTIONS AND COMMENTS

2022

INFORMED DELIVERY PROMOTION

Discover and explore what's coming in the mail before it even arrives!

Invite your customers to engage with your mail campaign through previewed, interactive digital images.







INFORMED DELIVERY PROMOTION

The <u>Informed Delivery Promotion</u> enables business mailers, mail owners, advertising agencies, and Mail Service Providers (MSPs) to use the <u>Informed Delivery integrated marketing features</u> to conduct interactive and colorful campaigns that have shown to increase brand awareness, result in a higher Call-to-Action (CTA) conversion rate, and offer an elevated direct marketing customer journey.

Physical Mailpiece



Digital Experience



INFORMED DELIVERY PROMOTION



Generate higher email open rates

Easily reach

consumers digitally



Create multiple impressions



Drive consumer response



Build consumer trust with the brand



Potentially increase ROI



Provide additional data insights



Elevate the consumer journey



KEY UPDATES FOR 2022 PROMOTION



U

4% off
eligible postage

REGISTRATION PERIOD

Jun 15, 2022

Dec 31, 2022

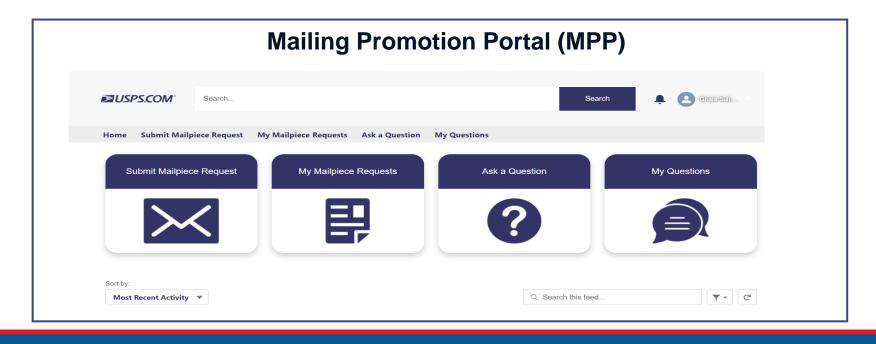
PROMOTION PERIOD

Aug 1, 2022

Dec 31, 2022

INFORMED DELIVERY PROMOTION

2





WHAT YOU CAN MAIL FOR 2022 PROMOTION



INFORMED DELIVERY PROMOTION

Eligible Mail Options

- First-Class Mail™ automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ automation letters and flats

Ineligible Mailpieces

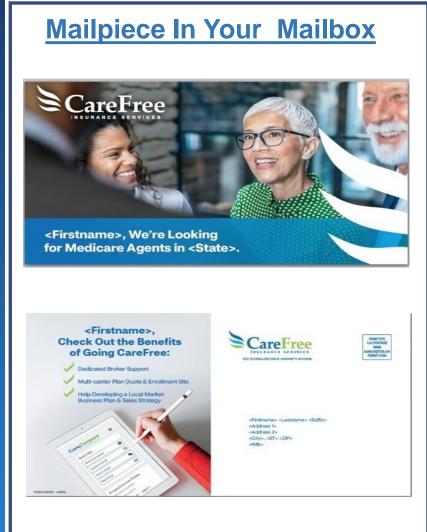
- Non-automation mail
- Saturation mail flats
- Destination Delivery Unit (DDU) flats
- Every Door Direct Mail® (EDDM)
- Detached Address Label / Detached Marketing Label flats
- Business-to-Business or Business-to-Institution/Campus mailings
- Package campaigns

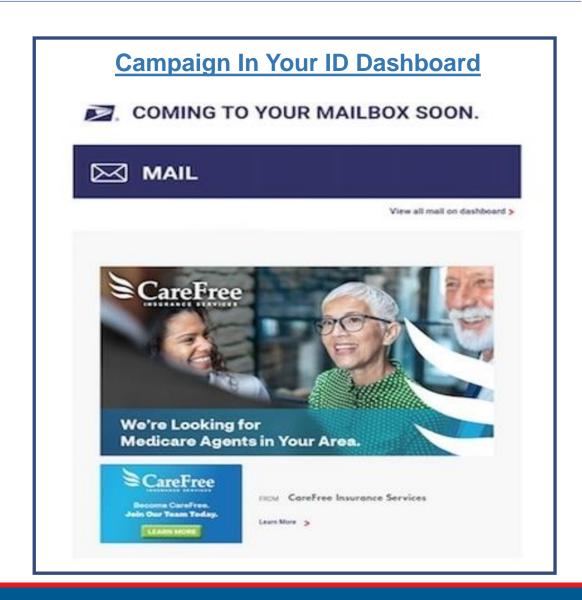


INFORMED DELIVERY PROMOTION CAMPAIGN ELEMENTS



INFORMED DELIVERY PROMOTION





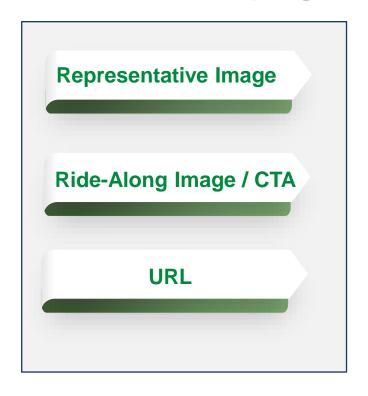


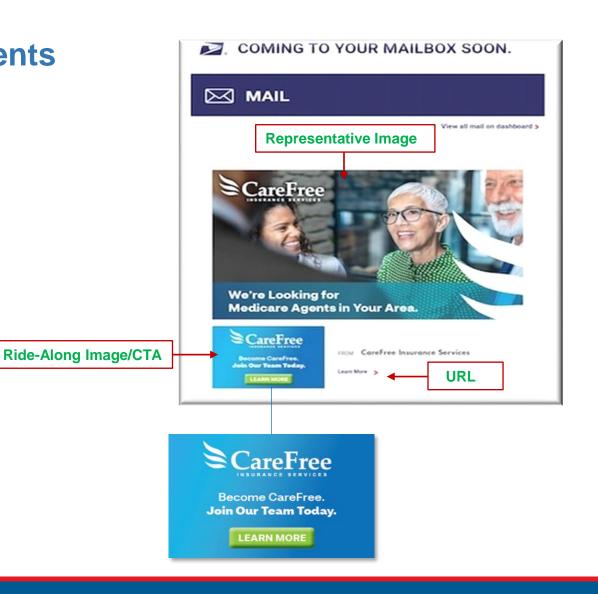
INFORMED DELIVERY PROMOTION CAMPAIGN ELEMENTS



INFORMED DELIVERY PROMOTION

The Three Campaign Elements







CAMPAIGN ELEMENTS – REPRESENTATIVE IMAGE



INFORMED DELIVERY PROMOTION

REPRESENTATIVE IMAGE

500px



780px

- Representative Image is required for all flats.
- Representative Image is optional for letters.
- Scan of physical mailpieces will display if no Representative Image is provided for letters.
- If Representative Image is used for letters, it must be a representative/enhanced image of the physical mailpiece.
- Representative Image may include the address or non-address side of the mailpiece as well as directional or complimentary imagery to enhance the Ride-Along image and/or corresponding mailpiece.
- The Representative Image must include a static representation of the mailpiece image sent to the mailbox. The image can look identical or like the actual mailpiece; however, we require it to be in sync with the image/brand of the actual mailpiece.
- The image can be submitted as a PDF or JPEG attachment in the Mailing Promotion Portal.
- Image needs to be sized to at least one maximum dimension: 780px width or 500px height.
- The image file can't exceed 200KB.

Best Practices



Representative Image

SALE

25%

AMERICA

Ride-along Image





CAMPAIGN ELEMENTS - RIDE-ALONG IMAGE/CTA



RIDE-ALONG IMAGE / CALL-TO-ACTION (CTA)















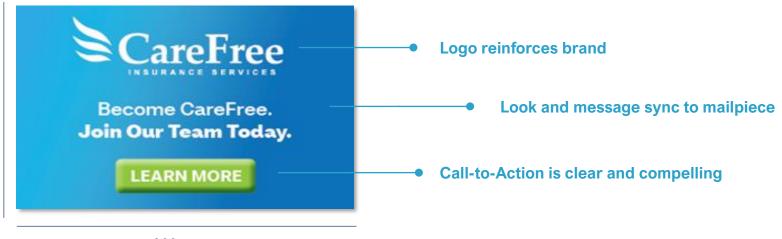


- Ride-Along images are required for all Informed Delivery Promotion campaigns.
- Ride-Along/CTA is key for customer engagement and CTA conversion.
- The CTA needs to be clear and take at least 20% of the image area.
- The CTA must have enough color contrast to stand out in the Ride-Along image.
- The CTA can't encourage mail diversion/elimination; for example, the use of "go paperless" or "pay your bill online" as a CTA will be approved.
- The click from the Ride-Along image to the destination URL must allow the user to by-pass a pop-up windows.
- Image need to be sized to at lease one maximum dimension: 300px width or 200px height.
- The image file can't exceed 200KB.

INFORMED DELIVERY PROMOTION

200px

Best Practices



300px



CAMPAIGN ELEMENTS – CTA Examples



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Examples of Acceptable CTAs

- ✓ Manage account
- ✓ View account
- ✓ Click here to donate
- ✓ Get 25% off
- ✓ Get your instant quote
- Claim your free gift
- ✓ Secure your home
- ✓ Earn 4% cash back
- Sign up for summer programs
- ✓ Apply now
- ✓ Open an account now
- ✓ Download the app here
- ✓ See offers
- ✓ Click here for additional deals

Examples of Unacceptable/Unclear CTAs

- × Go paperless
- × Go Green
- × Sign-up for electronic statements
- × Pay online
- × Donate online
- × Get account info online
- × Save a tree, go electronic
- × Save the environment go online
- × Get future statements online

Unclear CTA/no action word examples

- × Last Minute Offer
- × Semi-annual Sale
- × Additional Deals
- A Retailer Name or Logo without a CTA



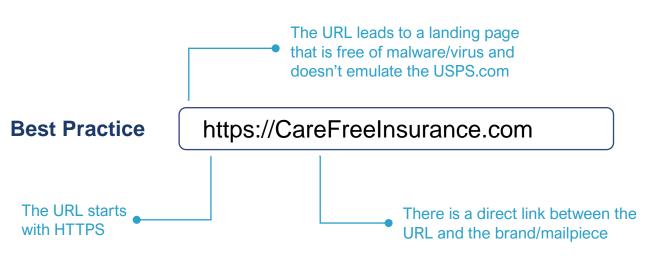
CAMPAIGN ELEMENTS – URL



INFORMED DELIVERY PROMOTION

URL

- The URL and link submitted must start with HTTPS.
- The URL and link must lead directly to a landing page that is associated with the physical mailpieces.
- The URL and link must be free of any malware/virus that could impact the USPS or the customer experience.
- The URL and link can't be branded in a manner that emulates the USPS.com (to avoid confusion).
- The landing page should avoid pop-up windows; and if it does, it should have a cancel/close option.







INFORMED DELIVERY PROMOTION JOURNEY



INFORMED DELIVERY PROMOTION JOURNEY



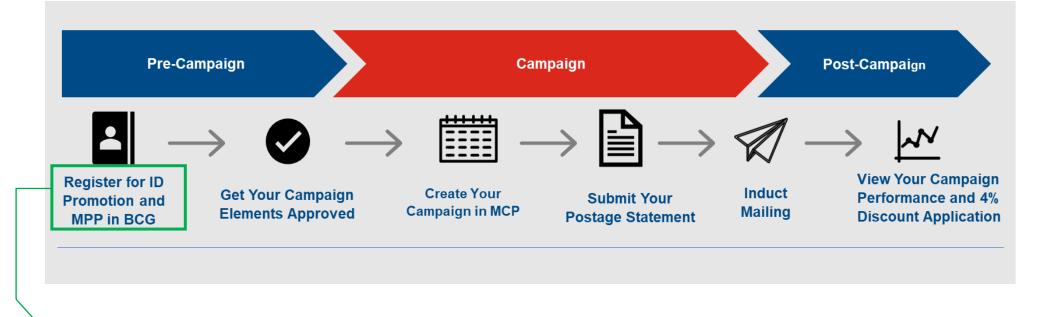
INFORMED DELIVERY PROMOTION







INFORMED DELIVERY PROMOTION



Register for ID Promotion and MPP

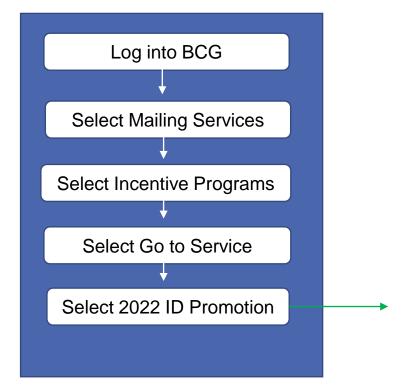
- Register for Informed Delivery Promotion in Business Customer Gateway (BCG).
- Sign up for Mailing Promotion Portal (MPP).

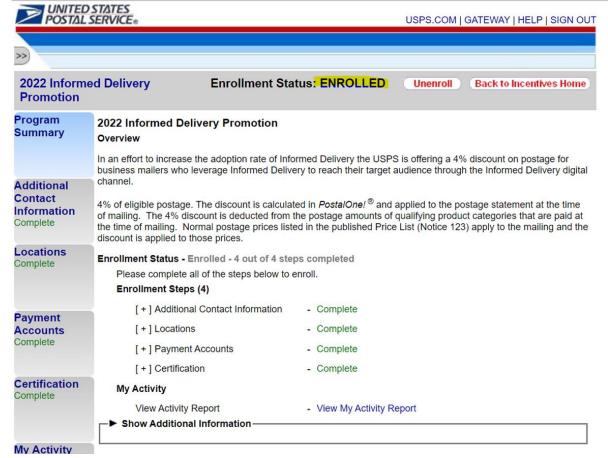




INFORMED DELIVERY PROMOTION

Register for Informed Delivery Promotion in Business Customer Gateway (BCG)





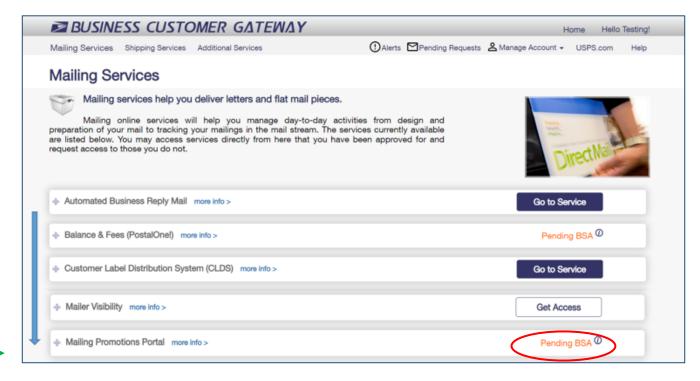




INFORMED DELIVERY PROMOTION

Sign up for Mailing Promotion Portal (MPP)





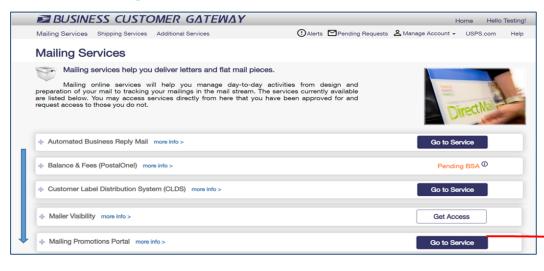
If you are not the Business Service Administrator (BSA), you will see *Pending BSA* until the BSA at your company has approved your access



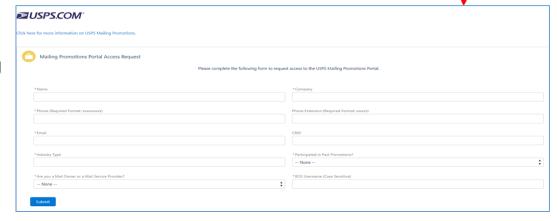


INFORMED DELIVERY PROMOTION

Sign up for Mailing Promotion Portal (MPP)



- 1. Once your access is approved by your BSA, you will be able to **select** Go To Service
- 2. Then you will be directed to an online form titled "Mailing Promotions Portal Access Request"

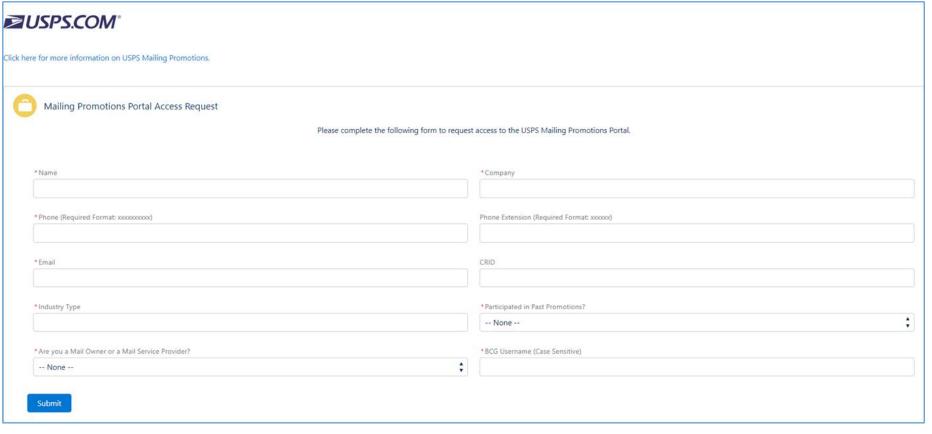






INFORMED DELIVERY PROMOTION

Sign up for Mailing Promotion Portal (MPP)



- Complete the form above and submit it.
- 2. The Promotion Office will review your submission and will send you an approval email within one business day.





INFORMED

DELIVERY PROMOTION

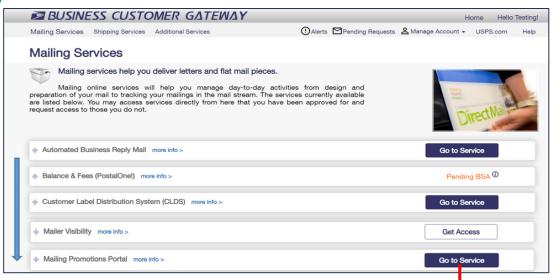
Sign up for Mailing Promotion Portal (MPP)

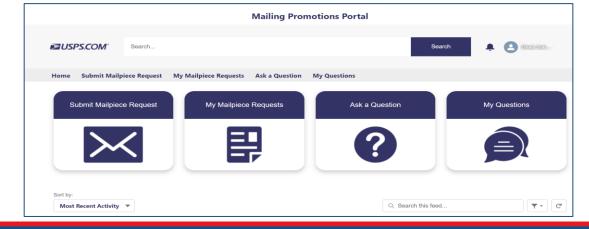
Once you receive your approval email from the Promotion Office, please follow these steps:

- 1. Log back into BCG
- 2. Click Mailing Services
- 3. Scroll down to Mailing Promotions Portal
- 4. Click "Go to Service"
- 5. Click "Submit"
- 6. You will be redirected to the Mailing Promotions Portal

Please Note That

MPP Doesn't
Register You for
ID Promotion or
Create Your
Campaign



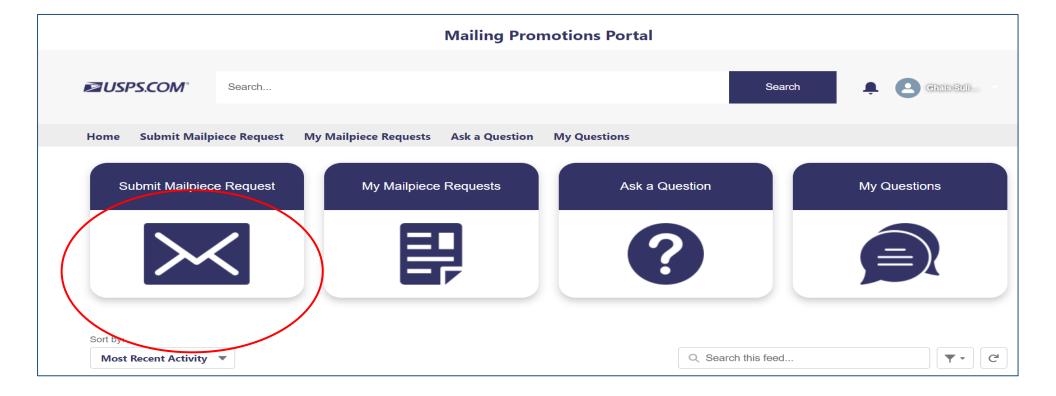






INFORMED DELIVERY PROMOTION

Submit Your Campaign Elements in MPP and Obtain Approval

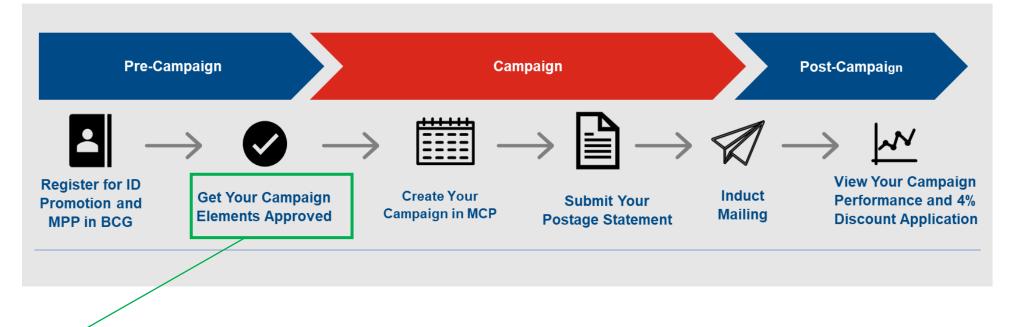


More Information and Training on MPP is Available on PostalPro Promotion Page





INFORMED DELIVERY PROMOTION



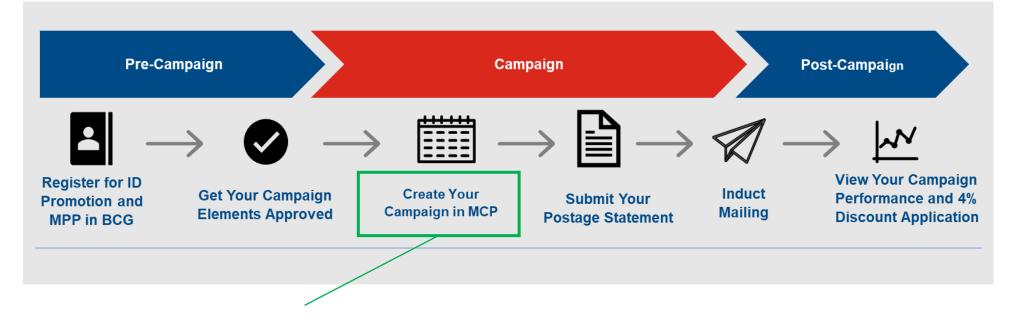
Get Your Campaign Elements Approved

- Submit Your Campaign Elements in MPP for Review and Approval.
- An email will be sent to you confirming that a Service Request (SR) was created for your submission.
- We will review your SR and notify you via email the Approval or Rejection of your SR via email in four business days or less; the email will come from <u>USPSCustomerSupport@USPS.gov</u>.
- If your SR was Rejected, you can update/correct your submission and submit a new SR.





INFORMED DELIVERY PROMOTION



Create Your Campaign in Mailer Campaign Portal (MCP)

- The MCP is a simple self-service option that enables mailers to initiate, create, and track campaigns.
- Create your campaign in MCP.
- MCP is accessed via the BCG.

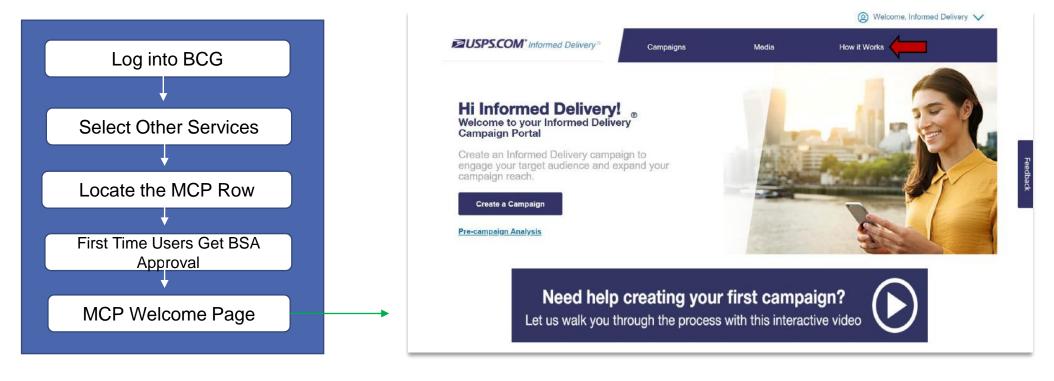
Mailers can also use PostalOne! to create their campaigns; for more information contact eDoc team.





INFORMED DELIVERY PROMOTION

Accessing Mailer Campaign Portal (MCP)



- Visit the <u>Informed Delivery for Business Mailers</u> website to learn more about the feature and campaign requirements.
- The Mailer Campaign Portal User Guide gives step by step illustrated instructions on how to access the MCP and get started.



Create Your

Campaign in MCP

Campaign



INFORMED DELIVERY PROMOTION

Mailer Campaign Portal (MCP) Under Business Customer Gateway (BCG)

Register for ID

Promotion and

MPP in BCG

Pre-Campaign

Get Your Campaign

Elements Approved

- Manual creation of campaigns
- · Best for small campaigns
- Not suitable for complex campaigns and/or mailings
- Visit BCG for more information on how to submit campaigns through MCP.

Under **Other Services** enroll in by clicking on **Get Service** and then click on the **Go to Service** button next to **Informed Delivery Mailer Campaign Portal.**

Email <u>USPSInformedDeliveryCampaigns@usps.gov</u> for support

PostalOne!®

Submit Your

Postage Statement

Through eDoc Submission

Mailing

- Self-service option where mailers create campaigns via eDocumentation (eDoc) and submit through PostalOne!®
- Mail.dat or Mail.XML submission options
- Can submit Presort or Non-Presort jobs
- Ideal for higher campaign volumes and more complex campaigns/mailings.
- Images must be hosted on the web most mailers create a folder or subdomain on their website and drop the images in there.

Post-Campaign

View Your Campaign

Performance and 4%

Discount Application

- Mailers should go through several rounds of testing in the CAT BCG test environment before submitting active campaigns in Production.
- Email USPSInformedDeliveryeDoc@usps.gov for support





INFORMED DELIVERY PROMOTION

Mailer Campaign Portal (MCP) – Fields

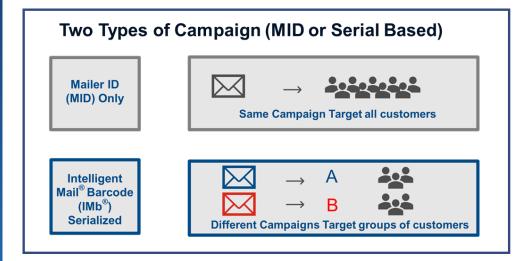
Elements	Descriptions
Brand Display Name (i.e. Mail Owner Name)	This name will show in the "From" field in the Informed Delivery campaign presented to users. It must be the mail owner's name. For example, if an MSP represents Company123, this field should read "Company123." The same Brand Display Name can be used for multiple campaigns. This field can have a maximum of 30 characters including spaces.
Campaign Title	This field is for internal use only. For example, "AnyBrand Letter Mailing." The same Campaign Title can be used for multiple campaigns. This field can have a maximum of 30 characters including spaces
Campaign Code	This field is for internal use only. It must be unique for each campaign. For example "ABC102218-1" (company name, campaign Start Date, extension if more than one campaign). This field can have a maximum of 30 characters including spaces.
Campaign Start and End Dates	These fields indicate the dates when the campaign will begin and end. USPS suggests that the Start Date is three days prior to and the End Date is three days after the target in-home date(s). The campaign Start Date cannot occur in the past. The Start Date and End Date cannot be more than 45 days apart.
Mailer ID (MID)	The MID must be six or nine numeric digits in length; this is the MID that will be on the mailpieces sent. If this is a shared MID or multiple campaigns are conducted at the same time, then the Intelligent Mail® barcode (IMb®) Serial Number Range is also required. The MID can belong to the mail owner or a Mail Service Provider (MSP). The company that addresses and prints the IMb's on the mailpieces will know this number.
IMb Serial Number Range Start / End	This range is required if the campaign level is IMb Serialized (see the Interactive Campaign Guide for more information on campaign levels). Campaigns using a shared MID must each have a unique and sequential IMb Serial Number Range. This must be a six- or nine-digit number (depending on length of the MID). The company that addresses and prints the IMb's on the mailpieces will need to derive and provide this range.
Mailpiece Shape	Indicate the type of mailpiece "Letter/Postcard" or ("Flat") based on the postage payment rate.
Representative Image	A Representative Image is optional for letters and postcards. Flat campaigns must utilize a Representative Image.
Ride-along Image	A Ride-along Image is required for all campaigns.
Target URL	Website to which users click-through via the Ride-along Image or "View Website" link. Required for all campaigns.

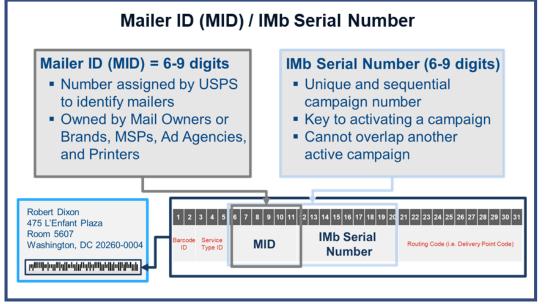




INFORMED DELIVERY PROMOTION

Mailer Campaign Portal (MCP) - Chose Your Campaign Type

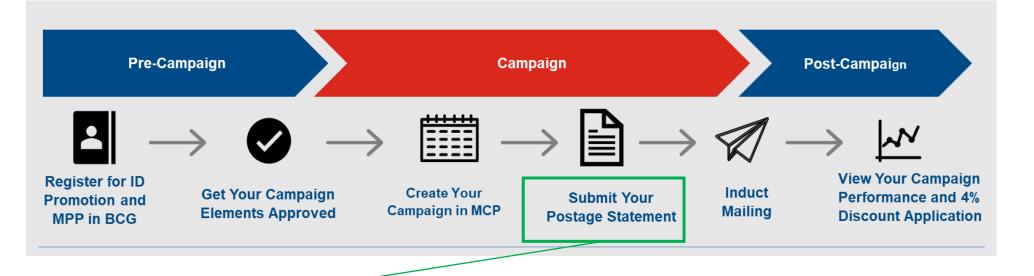








INFORMED DELIVERY PROMOTION



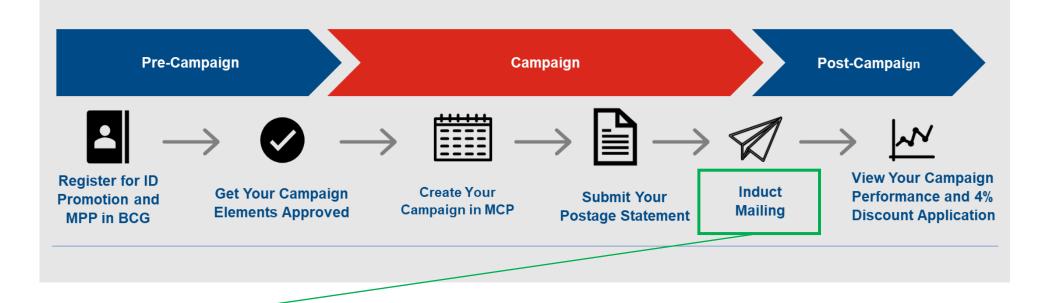
Submit Your Postage Statement

- Mailing Statements must be submitted electronically via Mail.dat®, Mail.XML®, or Postal Wizard.
- The Electronic Documentation (eDoc) must include the MID (for MID Level campaigns) or MID and IMb® Serial Numbers (for Serial-Range Level campaigns) for mailpieces claiming the promotion discount.
- Separate Postage Statements are required for all MID Level and Serial-Range Level campaigns submitted via Postal Wizard.
- The promotion discount can be applied to qualifying pieces within a combined or commingled mailing (qualifying mail must be submitted on separate postage statement or by mailpiece version).
- Only one promotional discount will be applied per mailpiece.
- Additional technical information can be found on PostalPro USPS Mail.dat® and Mail.XML® Technical Specification documents.
- Email <u>USPSInformedDeliveryeDoc@usps.gov</u> for support





INFORMED DELIVERY PROMOTION



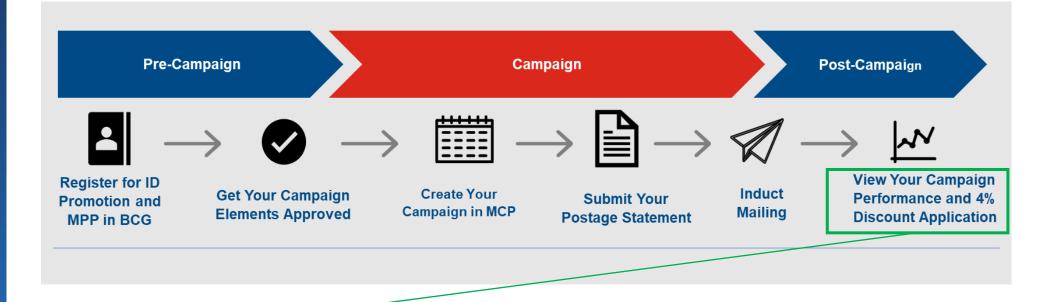
Induct Mailing

- Submit your mailpieces at Business Mail Entry Unit (BMEU).
- Customer receives Informed Delivery Campaign notification (via the Daily Digest) and the physical mailpiece will be delivered to the mailbox.





INFORMED DELIVERY PROMOTION



View Your Campaign Performance and 4% Discount Application

- You can view the Activity Report to view your campaign performance.
- The Activity Report can be accessed via "Incentive Landing page" or "Activity Report Tab".
- Reports are ONLY available to the Account Holder permit.



INFORMED DELIVERY PROMOTION BEST PRACTICES





INFORMED DELIVERY PROMOTION

	Checklist to Review Prior to Submitting Campaign Data in PostalOne!
1	Make sure your ID Campaign is in SUBMITTED or in ACTIVE status in the MCP <i>no later than</i> 2 p.m. <i>EST the day before</i> the job is submitted to <i>PostalOne!</i> . <i>If your ID Campaign is created after</i> 2 p.m. <i>EST the day before, cancel the PostalOne! job and resubmit it the next day after</i> 6 a.m. <i>EST</i> .
2	Make sure the Postage Statement Mailing Date falls WITHIN the Start and End Dates of the campaign in the MCP. We suggest making the Start Date of the campaign the earliest Postage Statement Mailing Date of the job.
3	Make sure the CCR code for claiming the ID Promotion (Characteristic Type of "I" and Characteristic of "PI") is populated within the eDoc for each MPU claiming the discount on the postage statement.
4	Make sure the Serial Numbers in the piece barcodes (IMbs) related to the Mail Piece Unit (MPU) claiming the discount are within the start and end serials of the campaign in the MCP.
5	Make sure at least 80% of all the pieces under the MPU(s) claiming the discount can be associated/matched to a campaign in the portal based on the MID and Serial Numbers in the IMbs.
6	Make sure the MID in the piece barcodes (IMbs) related to the MPU claiming the discount is the same as the MID of the Campaign in the MCP.

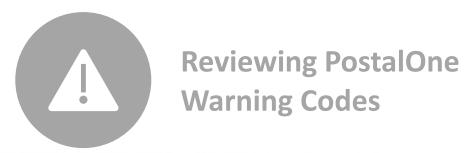
40% of Errors

40% of Errors





INFORMED DELIVERY PROMOTION



10 APPENDIX C - Mail.XML MDX Server Side Validations - Warning Codes

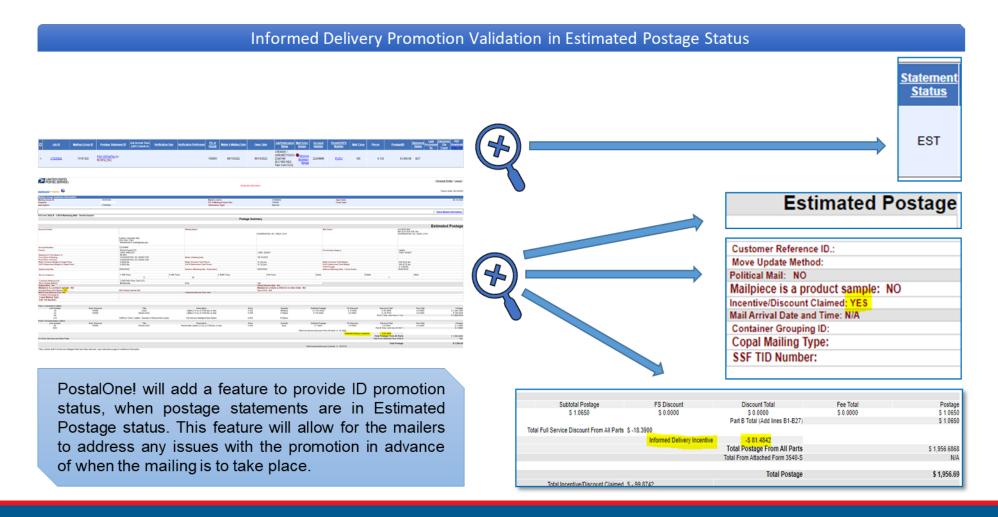
Warning Code	Warning Description	Action			
9781	A campaign cannot be found for MID(s): {1}. All MID(s) claiming Incentive = PI must be linked to a valid (active or submitted) campaign for the incentive to be applied	N/A			
9782	The PostageStatementMailingDate does not fall within the campaign start and end dates for MID(s): {1}. All MID(s) must be linked to a valid (active or submitted) campaign, and the PostageStatementMailingDate in the ContainerInfoData block should fall within the campaign start and end dates for the incentive to be applied.	N/A			
9783	There is an invalid combination of campaigns entered for this mailing. MID-based campaigns (MID(s): {1} cannot be mixed with Serial-based campaigns (MID(s): {2}) on the same statement for the same MID.	N/A			
9784	To be eligible for the Informed Delivery incentive, the number of pieces tied to ReferenceableMailData blocks must be greater than {1} percent threshold. The current percentage is {2}.	N/A			
9785	To be eligible for the Informed Delivery incentive, the number of pieces claiming the incentive cannot be greater than the number of pieces in the campaign. MID: {1}, claimed pieces {2}, Campaign pieces {3}. Note: Specific to Portal, Serial campaigns.	N/A			
9786	The SerialNumber6 or SerialNumber9 in the IMB block do not fall within the campaign start and end serials for MID(s): {1}. All serials must be within the correct range for a valid (active or submitted) campaign for the incentive to be applied.	N/A			
9779	When claiming the Informed Delivery incentive, the PostageStatementMailingDate in the PostageStatementCreateRequest must fall within the DateStart and DateEnd in the CampaignData block or within the ReferenceableMailDateStart and ReferenceableMailDateEnd in the ContainerInfoData block.	N/A			
9780	To be eligible for the Informed Delivery incentive, the number of pieces tied to ReferenceableMailData blocks must be greater than {1} percent threshold. The current percentage is {2}.	N/A			





INFORMED DELIVERY PROMOTION

PostalOne! Dashboard Promotion Validation in Estimated Postage Status







INFORMED DELIVERY PROMOTION

Review Your Activity Report

Mailing Date	Company	Postage Statement ID	Mail Class	Permit Number	Permit Type	Finance Number	Total Pieces	Discount Amount	Total Postage	Mailing Group ID	Job ID
9/13/2021	Charity Works	445660208	SM	165774	PI	162875	13,555	\$0.00	\$3.358.97	324995890	627456E
9/13/2021	Charity Works	445660251	SM	165774	PI	162875	53,734	\$871	\$13,640.91	231665789	627332A
9/13/2021	Charity Works	445660568	SM	165774	PI	162875	43,324	\$0.00	\$11,345.89	325034897	564856B
9/13/2021	Charity Works	445660458	SM	165774	PI	162875	321,456	\$0.00	\$72,345.89	223897345	324332C
9/13/2021	Charity Works	445660214	SM	165774	PI	162875	333,234	\$1,202	\$81,345.77	834597345	549987D
9/13/2021	Charity Works	445660441	SM	165774	PI	162875	564,890	\$2,897	\$104,345.89	345897567	627341A
9/13/2021	Charity Works	445660411	SM	165774	PI	162875	123,345	\$0.00	\$56,898.99	345098789	687903B
9/13/2021	Charity Works	445660778	SM	165774	PI	162875	45,345	\$0.00	\$12,234.88	213456789	627345C
9/13/2021	Charity Works	445667478	SM	165774	PI	162875	23,345	\$320	\$8,908.33	908778657	877345D
9/13/2021	Charity Works	445667789	SM	165774	PI	162875	45,545	\$0.00	\$10,234.55	908675564	224897A



INFORMED DELIVERY PROMOTION SUPPORT AND RESOURCES



SUPPORT

- PostalPro: https://postalpro.usps.com/promotions
 - Requirements documents
 - Webinar links, slides, and recordings
 - Guide to the USPS Mailing Promotion Portal

- Mailing Promotion Portal (via your Business Customer Gateway Account)
 - Promotion Pre-approvals & Questions
- Promotions Team Email: <u>MailingPromotions@usps.gov</u>

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:

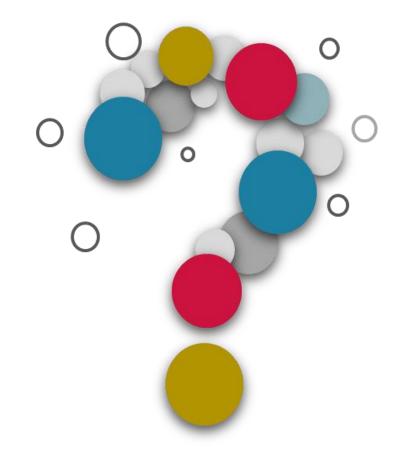
MSSC@USPS.gov or 1-877-672-0007.







Questions and Comments







Questions and Comments

Informed Delivery Promotion FAQ

1. Where can I get more information on Informed Delivery Promotion?

The Informed Delivery Promotion Guidebook, posted on PostalPro (link below), provides an overview of the promotion and details on its features, mailing submission/acceptance process, and how to request support. https://postalpro.usps.com/promotions/2022-informed-delivery?

2. Where can I get more information on Informed Delivery Campaign?

Business mailers can obtain detailed information on Informed Delivery Campaigns on USPS.com (link below). The site offers Informed Delivery overview, Interactive Campaign guide, Campaign Image requirements, and Campaign process.

https://www.usps.com/business/informed-delivery.htm

3. What is the difference between ID Campaign and ID Promotion?

There are two differences between ID Campaign and ID Promotion.

- Business mailers that are participating in ID Promotion need to get their ID Campaign elements reviewed/approved by the ID Promotion Program Office prior to creating their ID Campaign.
- II) Business mailers that are participating in ID Promotion get 4% discount (for 2022) on all of their qualifying mailpieces.

Once business mailers get their ID Campaign Elements approved, they essentially follow the requirements of ID Campaign to create/manage their ID Campaigns.





Questions and Comments

4. How long does it take for the ID Promotion Program Office to review and approve the Campaign Elements (Representative image, Ride-Along image, and URL?

Starting with the 2022 Informed Delivery Promotion we are using the Mailing Promotion Portal (MPP) for campaign elements review submissions. Your campaign elements will be reviewed, and you will get a response in four business days or less.

5. What types of ID Campaigns are eligible to participate in the ID Promotion?

There are two types of ID campaigns that are eligible to receive the ID Promotion discount when the mailpieces is mailed during the promotion period:

- I) MID Level Campaigns: applied to any mailpiece bearing the MID in the Intelligent Mail® barcode (IMb®).
- II) Serial-Range Level Campaigns: applied to any mailpiece that is bearing the MID in the IMb and contains a Serial number that is within the Serial range of an Informed Delivery campaign.





Questions and Comments

6. What can I do to ensure my 4% ID Promotion discount is applied at the time of mailing?

To ensure the 4% promotional discount is applied at the time of mailing, we recommend reviewing the checklist below prior to submitting your Postage Statement (eDoc) in *PotalOne!*.

The checklist can be found on PostalPro (https://PostalPro.usps.com/Promotions/2021-Informed-delivery/checklist)

	Checklist to Review Prior to Submitting Campaign Data in PostalOne!	
1	Make sure your ID Campaign is in SUBMITTED or in ACTIVE status in the MCP <i>no later than</i> 2 p.m. EST the day before the job is submitted to PostalOne!. If your ID Campaign is created after 2 p.m. EST the day before, cancel the PostalOne! job and resubmit it the next day after 6 a.m. EST.	40% of Errors
2	Make sure the Postage Statement Mailing Date falls WITHIN the Start and End Dates of the campaign in the MCP. We suggest making the Start Date of the campaign the earliest Postage Statement Mailing Date of the job.	40% of Errors
3	Make sure the CCR code for claiming the ID Promotion (Characteristic Type of "I" and Characteristic of "PI") is populated within the eDoc for each MPU claiming the discount on the postage statement.	
4	Make sure the Serial Numbers in the piece barcodes (IMbs) related to the Mail Piece Unit (MPU) claiming the discount are within the start and end serials of the campaign in the MCP.	
5	Make sure at least 80% of all the pieces under the MPU(s) claiming the discount can be associated/matched to a campaign in the portal based on the MID and Serial Numbers in the IMbs.	
6	Make sure the MID in the piece barcodes (IMbs) related to the MPU claiming the discount is the same as the MID of the Campaign in the MCP.	



Appendix



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

















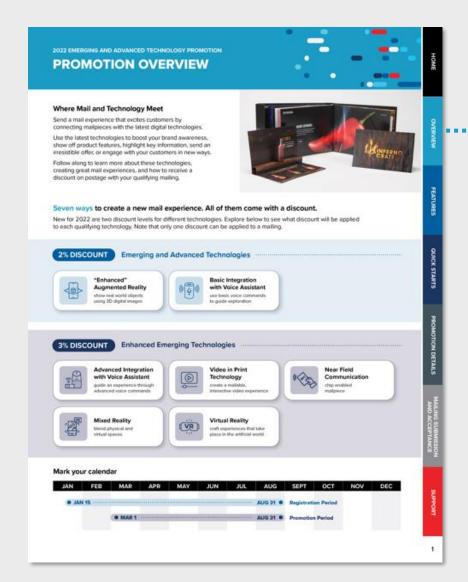
FEATURES

QUICK START

PROMOTION DETAILS

MAILING SUBMISSION AND ACCPTANCE

SUPPORT





Learn what each promotion is about, and how it can help you better reach your customers.



FEATURES

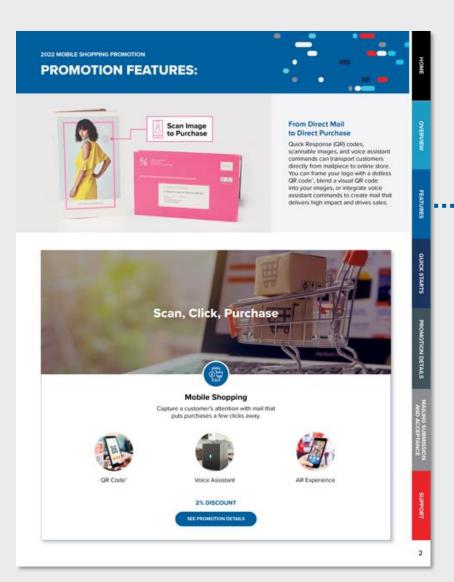


QUICK START

PROMOTION DETAILS

MAILING SUBMISSION AND ACCPTANCE

SUPPORT



Understand which technologies and techniques are eligible and the benefit each delivers to you.



FEATURES

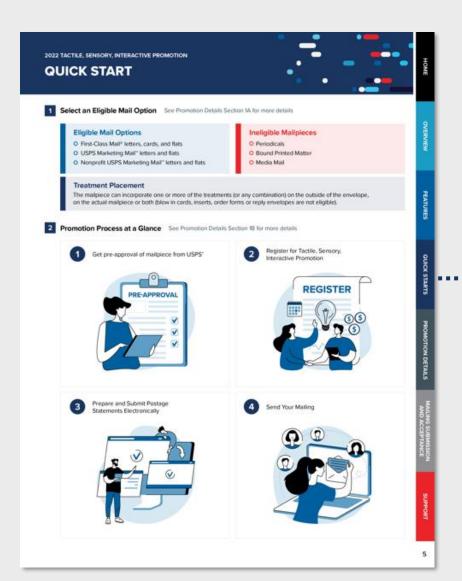
QUICK START



PROMOTION DETAILS

MAILING SUBMISSION AND ACCPTANCE

SUPPORT



Learn the key steps in the process for each promotion.



FEATURES

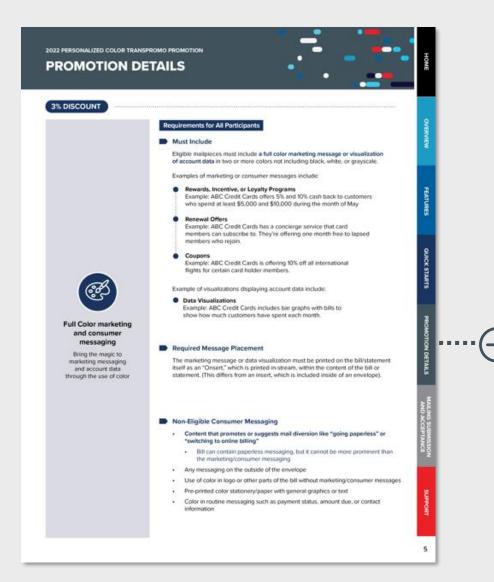
QUICK START

PROMOTION DETAILS



MAILING SUBMISSION AND ACCPTANCE

SUPPORT



Dig into the details about getting your mailing right and earning your discount or credit.



FEATURES

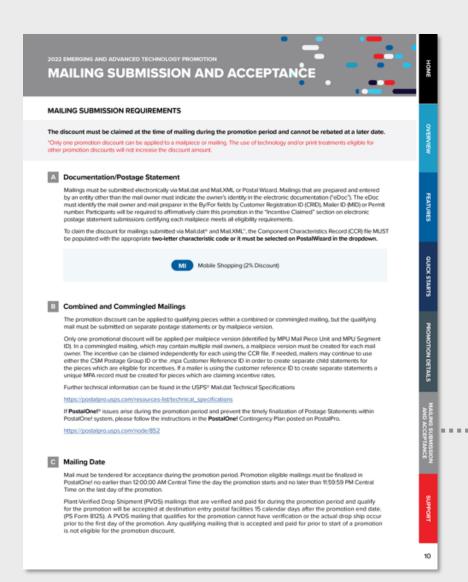
QUICK START

PROMOTION DETAILS

MAILING SUBMISSION AND ACCPTANCE



SUPPORT



Find out about promotion registration, mailing submission, and mailing acceptance requirements.



FEATURES

QUICK START

PROMOTION DETAILS

MAILING SUBMISSION AND ACCPTANCE

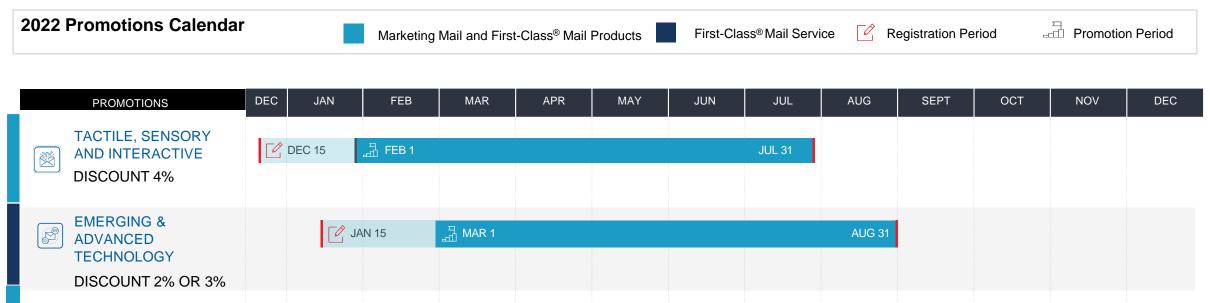
SUPPORT

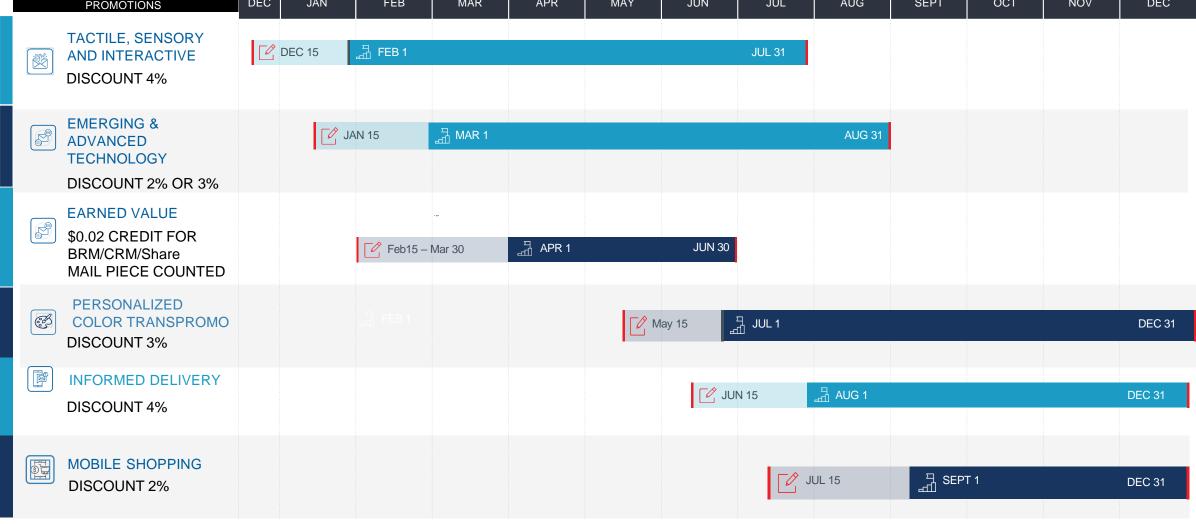




Have question or need help? Find out the best ways to get in touch with the Promotions Office.







2022 USPS PROMOTIONS CALENDAR

USPS Promotions encourage marketers, printers, and mailers to try out new technology and print techniques that drive higher customer engagement and response rates and increase return on investment in mail. By incentivizing the use of these technologies through discounts, the Postal Service is helping to increase the value of direct mail and ensuring its continued place in the modern communications and marketing landscape.

For 2022, USPS is offering the Promotions detailed on the right.





TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

- ELIGIBILITY Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- DISCOUNT 4%



EMERGING AND ADVANCED TECHNOLOGY

Encourages mailers to incorporate emerging technologies such as Enhanced Augmented Reality, Mixed Reality, Virtual Reality, NFC, Video in Print, and mail integration with voice assistants (basic and advanced).

- ELIGIBILITY Marketing Mail letters and flats; First-Class Mail letters, cards, and flats; Non-Profit Marketing Mail letters and flats
- DISCOUNT 2%-3%



EARNED VALUE REPLY MAIL

Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.

- ELIGIBILITY Credits may be applied to postage for qualifying First-Class and Marketing Mail letters & flats. They must be used by December 31, 2022.
- DISCOUNT \$0.02 credit per counted reply and/or share mail piece



PERSONALIZED COLOR TRANSPROMO

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.

- ELIGIBILITY First-Class Mail presort and automation letters (bills and statements)
- DISCOUNT 3%



INFORMED DELIVERY

Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.

- ELIGIBILITY Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats
- DISCOUNT 4%



MOBILE SHOPPING

Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.

- ELIGIBILITY Marketing Mail letters and flats
- DISCOUNT 2%