

United States Postal Service®

INDUSTRYALERT

July 2, 2020

Introducing: the USPS® Loyalty Program

In support of our small businesses across the nation as the economy re-starts, the US Postal Service has developed the USPS Loyalty Program. This program, recently approved by the PRC, is designed to facilitate growth for micro and small businesses by providing registered Click-N-Ship® business users with credits for their purchases of Priority Mail® and Priority Mail Express®, to use towards future purchases of these products.

Loyalty Program basics:

- Available to registered **business** users of Click-N-Ship.
- Existing users: automatically enrolled!
- Base Loyalty Program: users earn \$40 of credit for each \$500 they spend shipping with Priority Mail or Priority Mail Express service.
- Welcome Bonus: New users earn an additional \$40 of credit for the first \$500 they spend shipping with Priority Mail or Priority Mail Express service.
- Limited bonus opportunity:
 - Any new or existing business customer purchasing Priority Mail or Priority Mail Express service during the months of August through September 2020 will receive an additional \$20 bonus credit applied to their account for future shipping after meeting the \$500 purchase requirement
- Credits expire 1 year from date of issuance.
- Tiered earning levels to support ongoing growth:
 - Beginning in January 2021 and annually thereafter, customers earn credits based on their Priority Mail and Priority Mail Express spend in the prior calendar year. Users will be assigned to the Base Loyalty Tier. Those spending \$10,000 in the prior year will be assigned to the Silver Tier and earn \$50 of credit for each \$500 spent; those spending \$20,000 in the prior year will be assigned to the Gold Tier and earn Commercial Base Pricing.

Stay tuned for updates as we continue to support this shipping opportunity to support small businesses and facilitate e-commerce growth. In the meantime, if you have questions or concerns, please email Vicki Stephen at victoria.k.stephen@usps.gov.

###

*Please visit us on the USPS [Industry Outreach](#) website.
Thank you for your support of the United States Postal Service.
Industry Engagement & Outreach/USPS Marketing*

To subscribe or unsubscribe to Industry Alerts, please hit reply and send us your request.

Privacy Notice: For information regarding our privacy policies, visit www.usps.com/privacypolicy