

2021 Earned Value Promotion Webinar

Presented by Alison Tarshis (Program Manager)
January 2021

Agenda

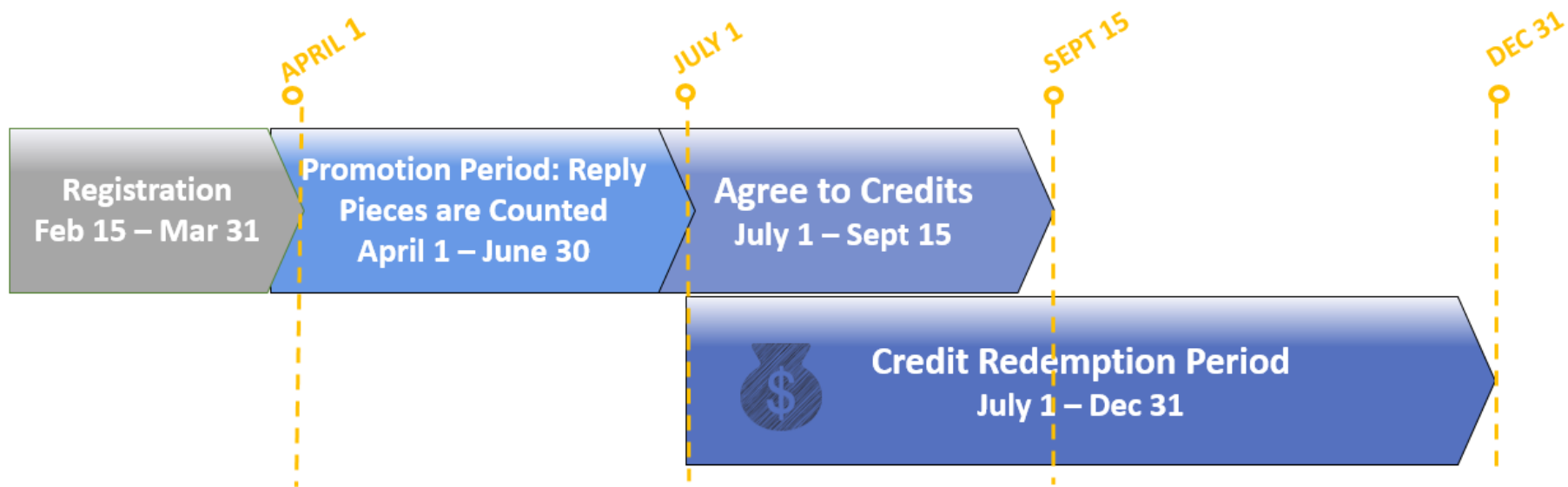
- **What's New?**
- **Promotion Dates**
- **Registration Period**
- **Promotion Period and Earned Value Credit Calculation**
- **Credit Agreement and Credit Redemption Period**
- **Registration Process**
- **Resources**
- **Questions**



What Is New?

2020 Earned Value Promotion	2021 Earned Value Promotion
Ineligible Mail: Permit Reply Mail	Ineligible Mail: Permit Reply Mail and Ballot Reply Mail
<p>New Participants will earn \$0.02 credit for each BRM, CRM, and/or Share Mail piece counted regardless of their CRID</p>	<p>All Participants will earn \$0.02 credit for each BRM, CRM, and/or Share Mail piece counted regardless of their CRID</p>
<p>Participants from the 2019 Earned Value Promotion will earn \$0.02 credit for each BRM, CRM, and/or Share Mail piece counted based on <i>meeting</i> or exceeding a 93% threshold counted for the same CRID from April 1st through June 30th 2020</p>	N/A
<p>Participants from the 2019 Earned Value Promotion will earn \$0.04 credit for each BRM, CRM, and/or Share Mail piece counted based on exceeding a 93% threshold counted for the same CRID from April 1st through June 30th 2020</p>	N/A
<p>\$0.00 credit for each BRM, CRM, and/or Share Mail piece counted when mailers <i>DO NOT meet or exceed</i> a 93% threshold counted for the same CRID from April 1st through June 30th 2020</p>	N/A

Promotion Dates



Registration Period:

February 15th through March 31st 2021

Promotion Period:

April 1st through June 30th 2021

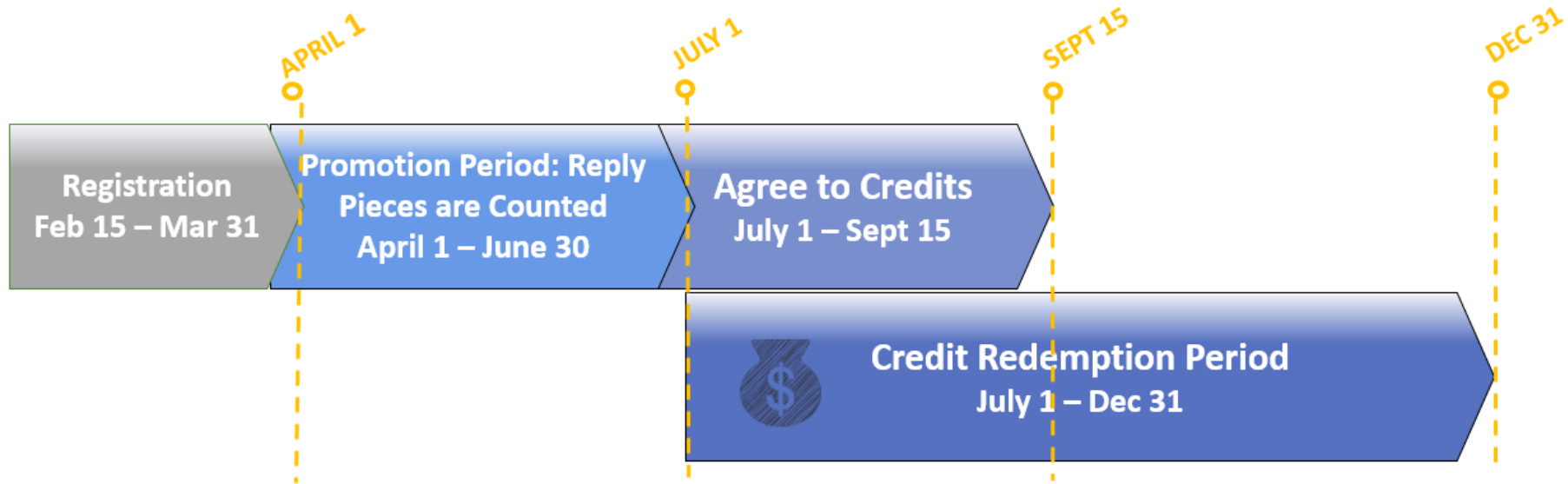
Eligible Mail:

Business Reply Mail, Courtesy Reply Mail, and Share Mail

Ineligible Mail:

Permit Reply Mail and Ballot Reply Mail

Promotion Dates



Review and Acceptance Period for Credits: July 1st 2021

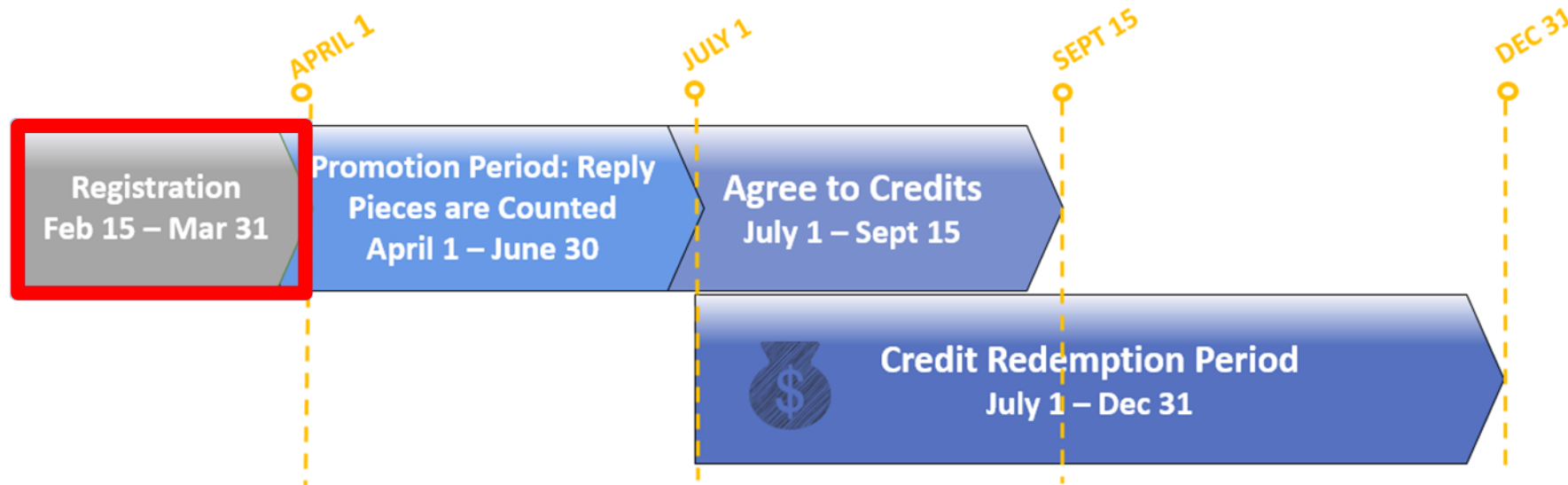
Participants review their volumes and agree to any credits earned. The credits will be released when the participant agrees to their volumes.

The volumes must be accepted by September 15th 2021; otherwise the credits will be forfeited.

Expiration Date for Credits: December 31st 2021

Registration Period

**Registration is open from
February 15th – March 31st 2021**



**Participants must complete their registration by
the close of business on March 31st 2021**

Registration Period

Participants and Mail Service Providers (MSPs) **Must** Register



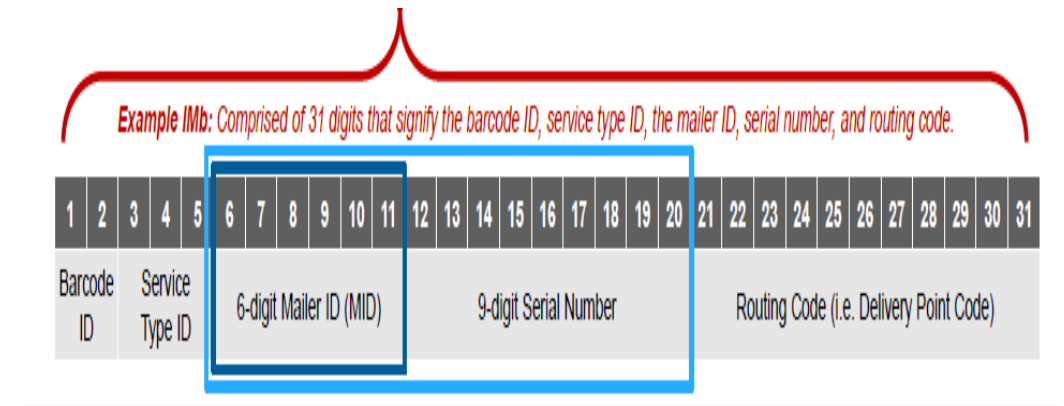
- Customer Registration Identifications (CRIDs) from active permits
- Mailer Identifications (MIDs) to be used on reply mail and Share Mail pieces
- Permit(s) where the future credits will be applied

Registration Period

Mailpiece Requirements

Prior to registration we recommend reviewing the Intelligent Mail barcodes (IMb) on your

- Courtesy Reply Mail (CRM) pieces
- Business Reply Mail (BRM) pieces
- Share Mail pieces



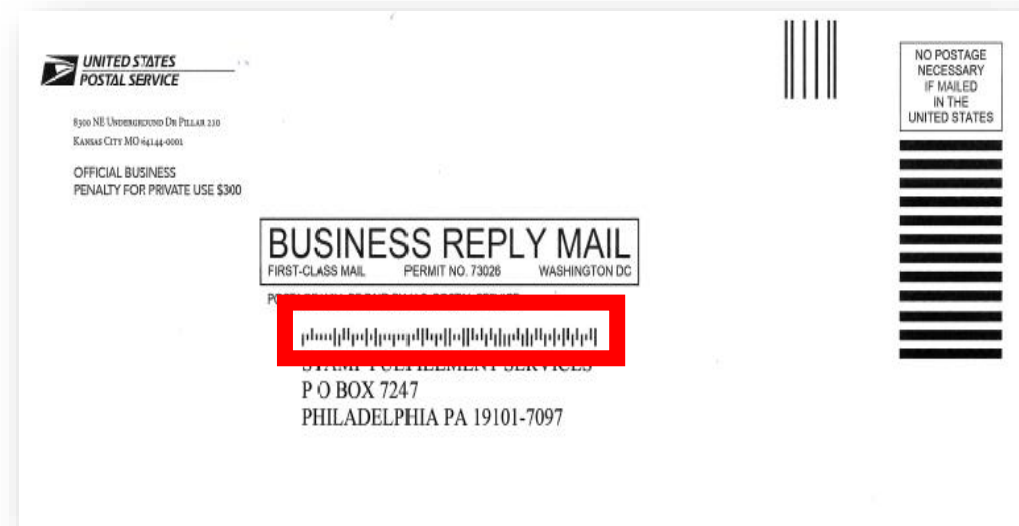
to ensure they meet the requirements.

Registration Period

CRM and BRM Requirements

The Intelligent Mail barcode (IMb) on all CRM and BRM pieces must contain

- The barcode ID
- Service type ID (STID)
- Correct ZIP +4 routing code



Registration Period

How to Request Assistance in Reviewing IMBs on Reply Pieces



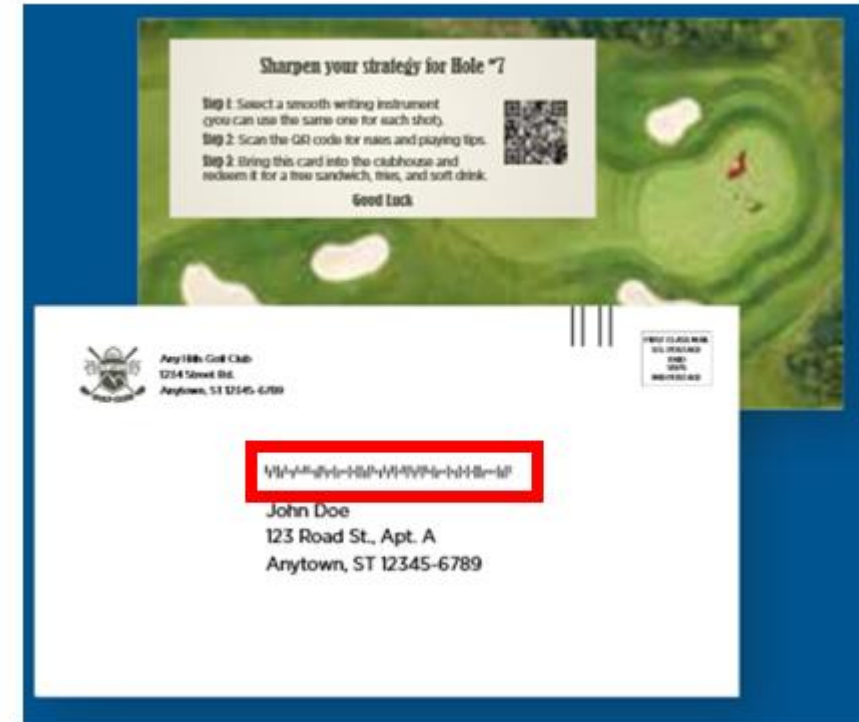
You can verify that you are using the correct **MID(s)** and **STID(s)** on your reply pieces by contacting the Mailpiece Design Analyst (MDA) at either 855-593-6093 or mda@usps.gov. You will need to email a PDF of each of your reply pieces requesting verification of the MID and STID.

Registration Period

Share Mail Requirements

The Intelligent Mail barcode (IMb) on all Share Mail pieces must contain

- The barcode ID
- Service type ID (STID)
- MID
- Serial Number



Registration Period

CRM and BRM STIDs

Courtesy Reply STIDs	Business Reply STIDs
703, 050, 070, 030	708, 052, 072, 032

Note: STID 700 is NOT valid for Courtesy Reply and envelopes containing this STID will NOT be counted for the promotion.

Share Mail STIDs

Share Mail STIDs
733 and 734

Registration Period

Registering MIDs

Participants will earn credits based on qualifying

- BRM pieces
- CRM pieces
- Share Mail pieces

with an Intelligent Mail barcode.



Registering MIDs

Keep track of all of the **MIDs** on your reply pieces. These MIDs need be registered in the Earned Value Promotion. If the MIDs are not registered they will not be counted.

The IMb with the CORRECT registered MIDs will be read during mail processing and counted during the Promotion Period that runs from April 1st – June 30th 2021.

Registration Period

Selecting Permit(s) for Credits

During registration the participant will select one or more permits to which credits will be applied during the Credit Redemption Period.

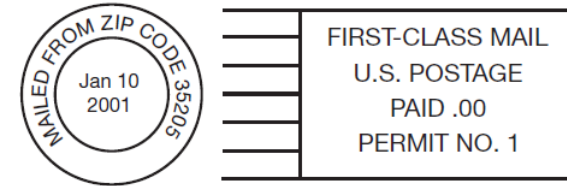


The Credit Redemption Period runs from July 1st – December 31st 2021

Selecting Permit(s) for Credits

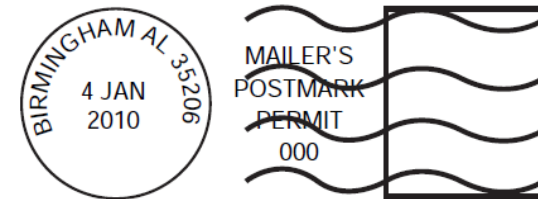
Eligible Permit Types

➤ Imprint



➤ Meter

➤ Precanceled



➤ OMAS Imprint and OMAS Meter

Promotion Period and Earned Value Credit Calculation

Promotion Period: Reply Pieces are Counted from April 1st – June 30th 2021



At the end of the Promotion Period Earned Value Credits are calculated.

Promotion Period and Earned Value Credit Calculation

Promotion Period/Mailing Date



- Reply and Share Mail pieces are counted during the Promotion Period April 1st – June 30th 2021
- Credits are earned on BRM, CRM, and Share Mail pieces that are scanned during the Promotion Period April 1st – June 30th 2021
- The count of BRM, CRM, and Share Mail pieces will be based on scans during mail processing and may vary from the participant's counts

Promotion Period and Earned Value Credit Calculation

Monitor your Activity Report on a Weekly Basis

- Scans may fluctuate from day to day on the report
- Comparing volumes on a weekly basis is a better way to monitor your piece counts
- Contact the Program Office if you do not see accurate piece counts



Promotion Period and Earned Value Credit Calculation

Earned Value Credits Calculation

At the end of the promotion, the earned value assigned to BRM, CRM, and Share Mail pieces will be counted based on each CRID.

All Participants

\$0.02 credit for each BRM, CRM, and/or Share Mail piece counted based on the same enrolled CRID from April 1st through June 30th 2021.



Credit Agreement and Credit Redemption Period



Participants agree to their credits from July 1st – September 15th 2021. The Credit Redemption Period begins when the participant agrees to credits and runs through December 31st 2021.

Credit Agreement and Credit Redemption Period

Review and Dissent Process for Credits

Review volumes once the Promotion Period has ended beginning July 1st and ending on September 15th 2021.

- If **BRM** mailpiece counts are incorrect contact the Program Office to review them
- To initiate a review process provide the following information to the Program Office via email at earnedvalue@usps.gov

Credit Agreement and Credit Redemption Period

Review and Dissent Process for Credits

- MID(s) with disputed BRM volumes
- Number of BRM pieces that your records indicate you received from April 1st – June 30th 2021



Credit Agreement and Credit Redemption Period

Review and Dissent Process for Credits

- Documentation of BRM piece counts and dates
- Must be either a BRM invoice or other reports from PostalOne!
- PDF samples of the front side of the BRM envelope(s) showing the IMb

The last day to agree to credits is September 15th 2021 otherwise the credits are forfeited.

Credit Agreement and Credit Redemption Period

Using Earned Value Credits

- The credits can be used once the participant agrees to them
- The credits can be applied to postage for future mailings of First-Class Presort and Automation cards, letters, and flats, and USPS Marketing Mail letters and flats
- To use the credits the mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard

Using Earned Value Credits

- To claim the incentive code RR in the CCR field or use the dropdown menu in Postal Wizard

If a participant has selected a meter permit, credits can only be applied to postage balances that are due at the time of mailing and cannot be credited to metered amounts.

Credit Agreement and Credit Redemption Period

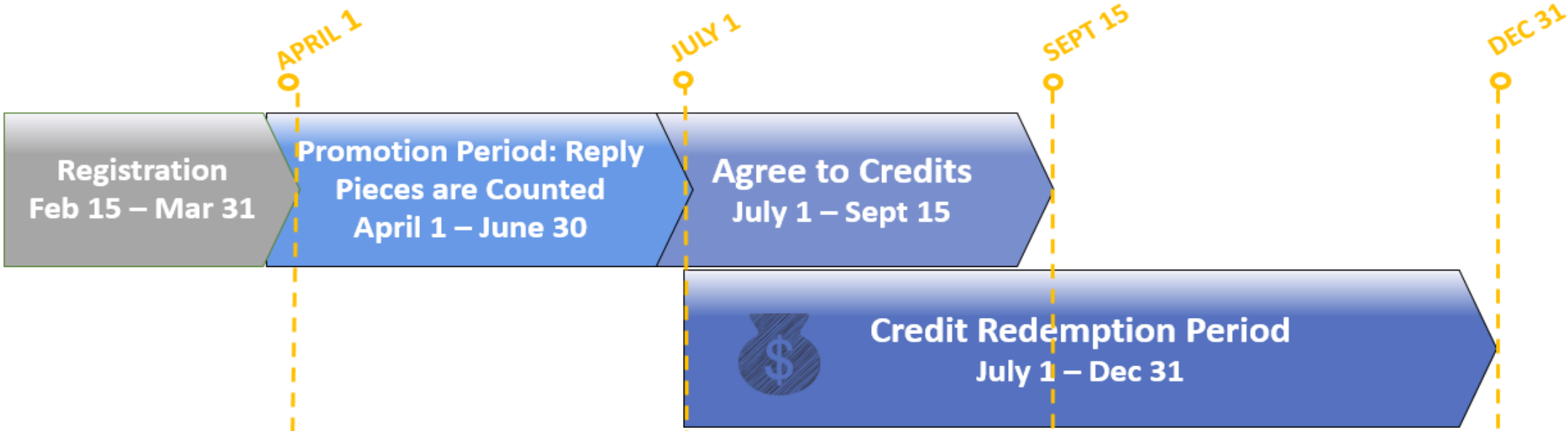
Expiration Date for Credits

All credits must be applied to a postage statement no later than December 31st 2021. After this date any outstanding credits will expire and cannot be redeemed.



Expiration Date for Earned Value Credits is December 31st 2021.

Earned Value Process



Register on the Business Customer Gateway (BCG)

- CRID(s)
- MID(s)
- Permit(s) for Credits

Reply pieces are counted

- At the end of the promotion the earned value assigned to BRM, CRM, and Share Mail pieces will be counted based on each CRID

Review of your volumes

- Either agree or dissent to BRM piece counts
- Credits can be applied to postage for future mailings
- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- **RR** in the CCR field or use the dropdown menu in Postal Wizard

Registration

Sign In to the Business Customer Gateway (BCG)

Sign In

Username

Password

[Forgot password?](#)

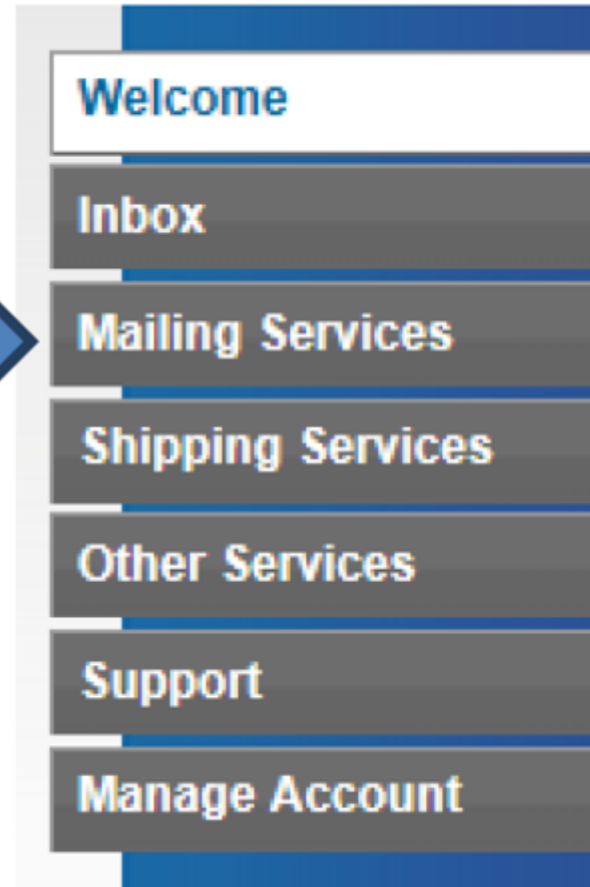
Sign in

Need an account?

Sign Up

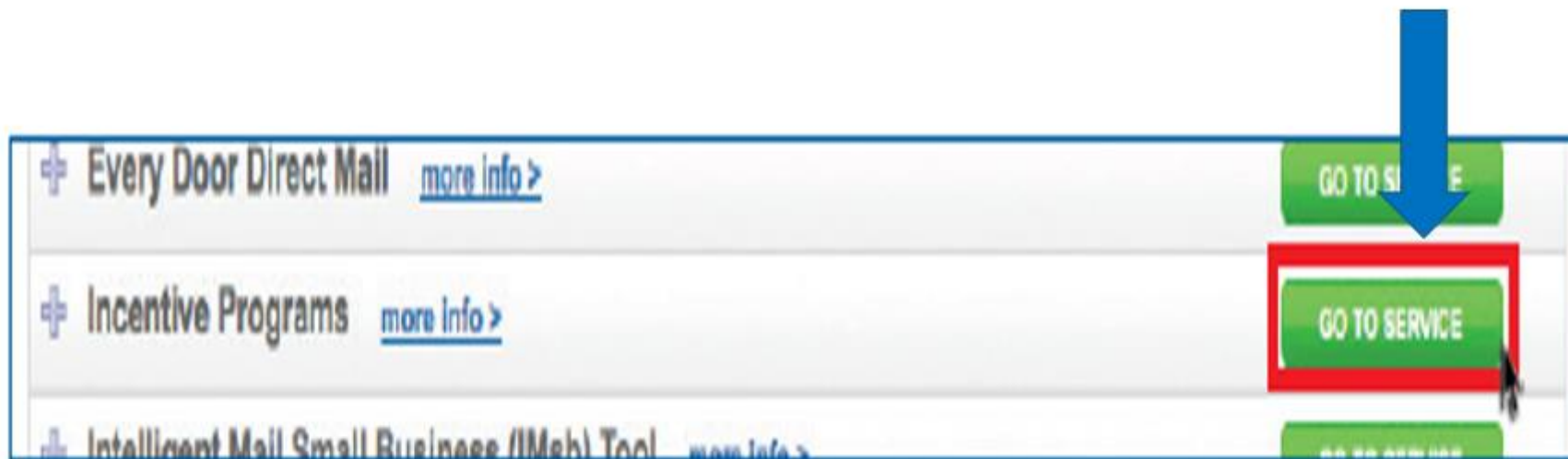
Registration

**Select Mailing
Services**



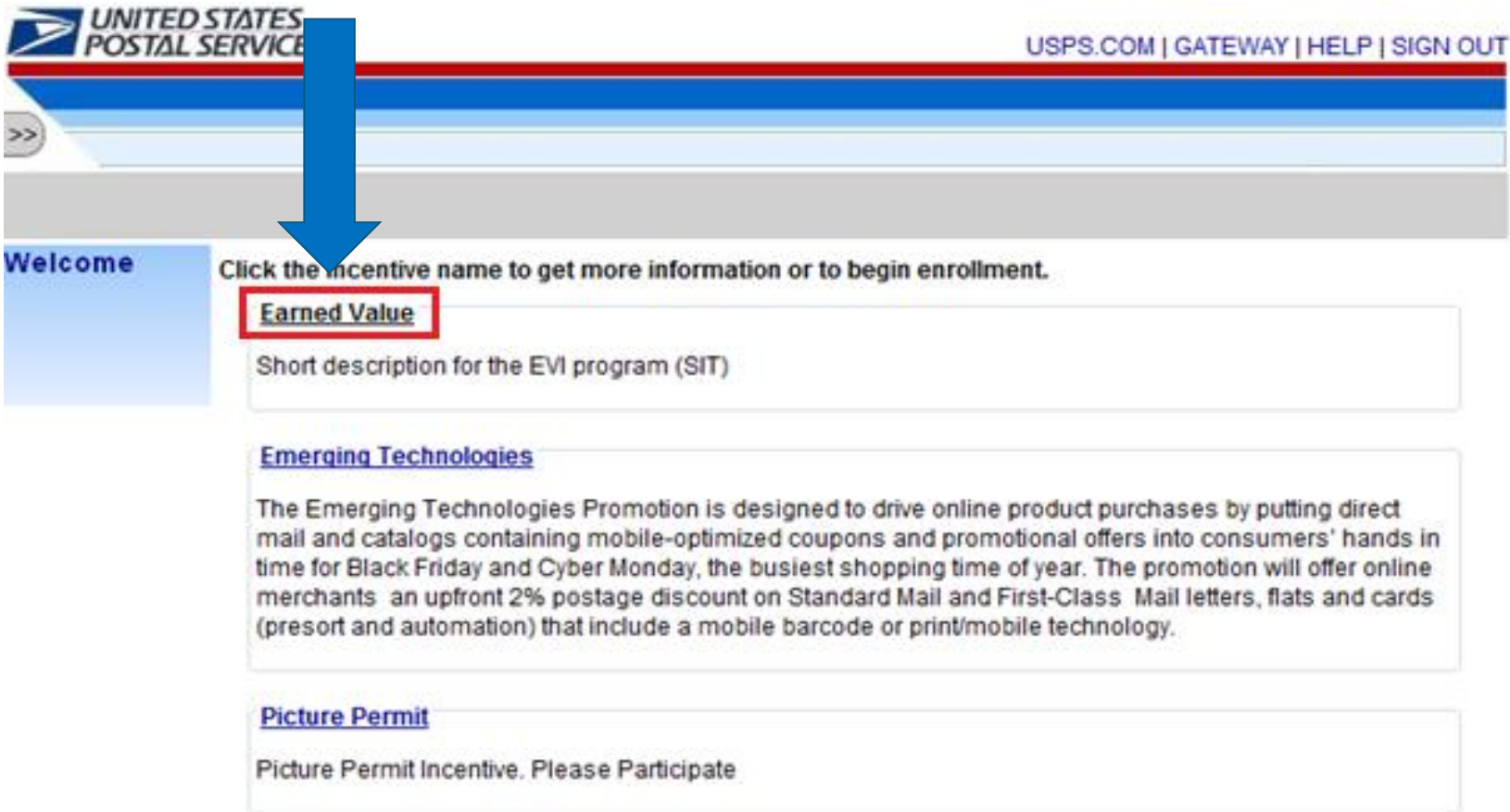
Registration

Select Go To Service



Begin Enrollment

Select the Earned Value Promotion and Begin Enrollment



The screenshot shows the USPS website header with the logo on the left and navigation links (USPS.COM | GATEWAY | HELP | SIGN OUT) on the right. Below the header is a grey navigation bar. A blue arrow points from the top of the page down to the 'Earned Value' link, which is highlighted with a red rectangular box. Below the 'Earned Value' link is a text box containing the text 'Short description for the EVI program (SIT)'. Below that is a section titled 'Emerging Technologies' with a detailed description of the promotion. At the bottom is a section titled 'Picture Permit' with the text 'Picture Permit Incentive. Please Participate'.

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Welcome

Click the incentive name to get more information or to begin enrollment.

Earned Value

Short description for the EVI program (SIT)

Emerging Technologies

The Emerging Technologies Promotion is designed to drive online product purchases by putting direct mail and catalogs containing mobile-optimized coupons and promotional offers into consumers' hands in time for Black Friday and Cyber Monday, the busiest shopping time of year. The promotion will offer online merchants an upfront 2% postage discount on Standard Mail and First-Class Mail letters, flats and cards (presort and automation) that include a mobile barcode or print/mobile technology.

Picture Permit

Picture Permit Incentive. Please Participate

Enrollment Tasks

Complete the Enrollment Tasks by Using the Tabs on the Left-Hand Side

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USPS.COM | GATEWAY | HELP | SIGN OUT

Earned Value Incentive (SIT) Enrollment Status: **IN PROGRESS** [Back to Incentives Home](#)

Program Summary
Overview
Long description for Earned Value incentive (SIT)

Additional Contact Information
Incomplete

Locations
Incomplete

Payment Accounts
Incomplete

Program Assistance

Enrollment Status - In Progress - 0 out of 5 steps completed
Please complete all of the steps below to enroll.

Enrollment Steps (5)

- [+] Additional Contact Information - *Incomplete*
- [+] Locations - *Incomplete*
- [+] Mailer IDs - Not Available
- [+] Payment Accounts - *Incomplete*
- [+] Certification - Not Available

Additional Contact Information

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>> **Earned Value** **Enrollment Status: IN PROGRESS** [Back to Incentives Home](#)

Program Summary
Overview
Long description for Earned Value incentive (SIT)

Additional Contact Information
Incomplete

Enrollment Status - In Progress - 0 out of 5 steps completed
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[+] Additional Contact Information	- <i>Incomplete</i>
[+] Locations	- <i>Incomplete</i>
[+] Mailer IDs	- Not Available
[+] Payment Accounts	- <i>Incomplete</i>
[+] Certification	- Not Available

▶

Locations
Incomplete

Payment Accounts
Incomplete

Program Assistance

Locations Tab

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Earned Value **Enrollment Status: IN PROGRESS** [Back to Incentives Home](#)

Program Summary

Additional Contact Information

Locations
Incomplete

Payment Accounts
Incomplete

Program Assistance

Earned Value

Overview

Long description for Earned Value incentive (SIT)

Enrollment Status - In Progress - 0 out of 5 steps completed

Please complete all of the steps below to enroll.

Enrollment Steps (5)

[+] Additional Contact Information	- <i>Incomplete</i>
[+] Locations	- <i>Incomplete</i>
[+] Mailer IDs	- Not Available
[+] Payment Accounts	- <i>Incomplete</i>
[+] Certification	- Not Available

▶ Show Additional Information

Mailer IDs Tab

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Earned Value **Enrollment Status: IN PROGRESS** [Back to Incentives Home](#)

Program Summary
Verify that your Mailer IDs are listed correctly and select the <I Agree> button below to complete this enrollment step. If one or more of your MIDs is missing, please click this link to the [Business Customer Gateway](#) and verify that the location to which the MID is linked is registered for the Incentive Programs service.

For more information regarding the data in the columns, place your cursor over the column title.

Per Page: 20

Filter by for [Filter](#) [Clear Filter](#)

Available Mailer IDs Showing 1 - 2 of 2

MID	CRID	Street Address	City	State	ZIP Code	Tracking Request Date
900005975	20163390	201 D STREET	DELAWARE	DC	20024-2198	
900005976	20163390	201 D STREET	DELAWARE	DC	20024-2198	

Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

[I Agree](#) [I Disagree](#)

Additional Contact Information
Complete

Locations
Complete

Mailer IDs
Incomplete

Payment Accounts
Incomplete

Program Assistance

Payment Accounts Tab

Program Summary

Additional Contact Information
Complete

Locations
Complete

Mailbox IDs
Complete

Payment Accounts
Incomplete

Certification

Incomplete



Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

Cropped Page

Selected (Multiple) Permits:

Showing 1 - 1 of 1

	Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS	Percentage
Remove	899	PI	164950	94543555	619389998		50

Totals Percentage 50%

[Update Percentage](#)

Eligible Permits:

Showing 1 - 1 of 1

	Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS
Add	* 1000	PC	517716	4430515	240229998	

Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

Ineligible Permits:

Showing 1 - 4 of 4

Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS
* 17353025	PE	999924	4430515	99998	
* 9205823	PE	999924	4430515	99998	
* 17353025	PE	999922	4430515	999990000	
* 9205823	PE	999922	4430515	999990000	

Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number: * Permit Type:
 City: * State Code:

Custom MSP Search

<input type="radio"/>	811	PE	20488611	20024	12000
<input type="radio"/>	1122	PE	20488611	20024	12000
<input type="radio"/>	298	PP	20488611	20024	12000
<input type="radio"/>	10083	PE	20488611	20024	12000
<input type="radio"/>	1610	PI	20488611	20024	12000
<input type="radio"/>	213	PI	20488611	20024	12000
<input type="radio"/>	33333333	PE	20488611	20024	12000
<input type="radio"/>	22222222	PE	20488611	20024	12000
<input type="radio"/>	90013	OM	20488611	20024	12000

Export options: CSV | Excel | XML | PDF



Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number: * Permit Type:
City: * State Code:

Custom MSP Search

Select MSP Permit

Select	Permit Number	Permit Type	Finance Number	City	State	CRID	Business Name	Address
<input checked="" type="radio"/>	1234	PI	357485	Guangzhou		20102025	ChinaAcct	122 Liu Hua Lu
<input type="radio"/>	1234	PI	661204	WASHINGTON	DC	20165122	PROGREG CAT 5	5 CAT St
<input type="radio"/>	1234	PI	999999	MEMPHIS	TN	20165248	NCSC 2	6060 PRIMACY PKWY STE 251



Certification Tab

The screenshot displays the USPS Gateway interface. At the top left is the United States Postal Service logo, and at the top right are links for USPS.COM, GATEWAY, HELP, and SIGN OUT. Below the header, the page title is "Earned Value" and the enrollment status is "ENROLLED". There are two buttons: "Unenroll" and "Back to Incentives Home".

The main content area is divided into a left sidebar and a main text area. The sidebar contains the following items:

- Program Summary
- Additional Contact Information (Complete)
- Locations (Complete)
- Payment Accounts (Complete)
- Certification (Complete)
- Activity Report
- Program Assistance

A large blue arrow points from the "Additional Contact Information" section down to the "Certification" section. The "Certification" section is highlighted in light blue.

The main text area contains the following text:

To complete enrollment into the program, you must agree to the legal statement below. If you choose to disagree, your enrollment will not be completed and you will be routed to the Program Assistance page to initiate correspondence with USPS regarding your concerns.

Certification Agreement:

By checking the "I Agree" button below, I declare that I have reviewed the Program Requirements Document and agree to follow the terms of the Holiday Mobile Shopping promotion as outlined in the Domestic Mail Manual and program requirements document available for download on the Incentive Programs description page. I further declare that the accounts (permit numbers) and locations (Customer Registration IDs) listed in this enrollment are correct and that I intend to participate in the promotion using any combination of these accounts. I understand that, though enrolled, I am not required to participate and I can obtain details online at gateway.usps.com or ask USPS® questions regarding my enrollment. If I am a Mail Service Provider (MSP), I declare as follows: (i) that I am authorized to use the Mailer IDs (MID) or Customer Registration IDs (CRID) as listed in this enrollment and in electronic files I intend to submit to the USPS, (ii) that I am authorized to represent each of the customers I enroll, (iii) that I have provided each customer (the Mail Owner) with the documents/rules, and (iv) that I have informed each of my customers of the terms of the promotion.

At the bottom of the main text area, there are two buttons: "I Agree" and "I Disagree". The "I Agree" button is highlighted with a red rectangular box. A blue arrow points from the "I Agree" button to the red text box below.

Important that mailer selects "I Agree" to complete registration process!

Resources

The Earned Value Program Office email is: EarnedValue@usps.gov

The Promotions Office responds to all inquiries within 4 business days upon receipt of emails to the promotion email address.

The Program Requirements are posted on PostalPro

<https://postalpro.usps.com/promotions/2021-earned-value/requirements>



Questions



Any questions concerning the 2021 Earned Value Promotion Webinar can be directed to the Program Office at:
EarnedValue@usps.gov