

2021 Mobile Shopping Promotion

April 30, 2021

2021 Mobile Shopping Promotion

The 2021 Mobile Shopping promotion encourages mailers to integrate mobile print technology with direct mail, thus creating a convenient method for consumers to do their online shopping.

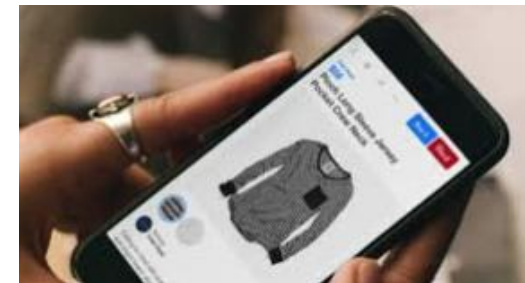
Registration Period: July 15 – December 31, 2021

Promotion Period: August 1 – December 31, 2021

Discount Amount: Upfront 2% discount on eligible mailpieces

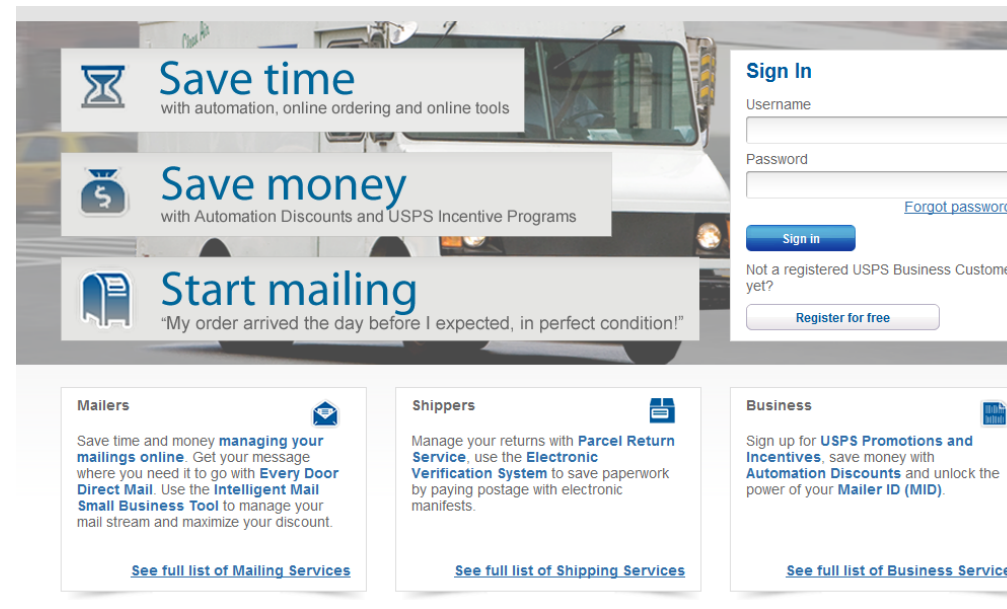
Eligible mail: USPS Marketing Mail™ letters and flats
Nonprofit USPS Marketing Mail™ letters and flats

Requirements: <https://postalpro.usps.com/promotions/2021-mobile-shopping>



Registration

- Register on Business Customer Gateway via the Incentive Program service:
<https://gateway.usps.com>
- Agree to promotion terms at least 2 hrs. prior to presenting the first qualifying mailing
 - Specify which permits and/or CRIDs will be participating in the promotion
 - Component Characteristic Record (CCR) is **MI**



The screenshot shows the USPS Business Customer Gateway registration page. The background features a white USPS delivery truck. The page is divided into several sections:

- Save time** (with automation, online ordering and online tools)
- Save money** (with Automation Discounts and USPS Incentive Programs)
- Start mailing** ("My order arrived the day before I expected, in perfect condition!")

On the right side, there is a **Sign In** section with fields for Username and Password, a **Sign in** button, and a link for [Forgot password?](#). Below the sign-in section, it says "Not a registered USPS Business Customer yet?" and provides a **Register for free** button.

At the bottom, there are three columns of services:

- Mailers**: Save time and money **managing your mailings online**. Get your message where you need it to go with **Every Door Direct Mail**. Use the **Intelligent Mail Small Business Tool** to manage your mail stream and maximize your discount. [See full list of Mailing Services](#)
- Shippers**: Manage your returns with **Parcel Return Service**, use the **Electronic Verification System** to save paperwork by paying postage with electronic manifests. [See full list of Shipping Services](#)
- Business**: Sign up for **USPS Promotions and Incentives**, save money with **Automation Discounts** and unlock the power of your **Mailer ID (MID)**. [See full list of Business Services](#)

Mailpiece Pre-Approval

The Program Office **requires** that **ALL** mailpieces be sent for review via email to mailingpromotions@usps.gov. Each individual mailpiece must meet the program requirements.

To have a mailpiece reviewed, send an email to mailingpromotions@usps.gov with:

- A pdf attachment of the print-ready art file of actual size of mailpiece
- One **Point of Contact (POC)**--who will be responsible for the mailpiece throughout the evaluation process. Response emails will reply to all.
- If changes are made to the mailpiece design, the revised mailpiece needs to be reviewed for approval or if any final mailpieces that deviate from the prototypes, mock-ups or examples that were pre-approved will be subject to the loss of the discount

The promotions office responds to all inquiries **within 4 business days upon receipt**.



Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review the program requirements to ensure that the mailpiece meets all 2021 program requirements.

Mobile Print Technology

All qualifying mail must contain a mobile print technology that when scanned by a mobile device leads to a complete mobile optimized website.

➤ Qualifying technologies include, but aren't limited to:

- Open-sourced barcodes (such as QR Codes, dotless or Datamatrix code)
- Image embedded with a digital watermark
- Intelligent print image recognition (including an enhanced augmented reality experience, shoppable video)
- Newer print technologies such as animated, voice assistant, voice QR codes with analytic features



Image Recognition



Directional Copy

- Directional copy must be 11 or higher font size or the same size as the primary marketing messaging.
- Directional copy is text near the barcode or image that provides guidance to the consumer to scan the barcode or image.
- It is important to have a clear call-to-action that accompanies the mobile barcode. Consumers will be more likely to scan your mobile barcode if you tell them what they can expect from doing so.



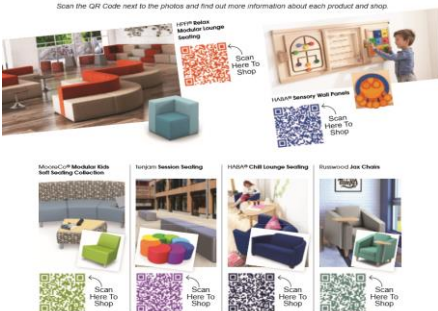
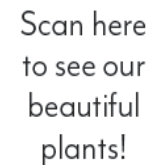
Scan here
to shop



Scan to visit
our website



Acceptable digital
watermark technology



Mobile Print Technology Placement

- The technology can be on the inside or outside of the mailpiece. The following restrictions apply:
 - Cannot be placed on or in:
 - Order Form (of any type)
 - Detached Address Label (DAL)
 - Unattached or blow-in card enclosed with the mailpiece
 - Reply envelop/card or
 - Fine Print or small print matter of the mailpiece

- Barcodes Placed on the Envelope: The Mobile Print Technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece.

Mobile Print Technology Placement Continued

- The mobile print technology needs to be within the marketing message and not in the fine print of a mailpiece.
- In the two examples below, it is not clear what is being offered to the customer.

The QR code is in the fine print and does not meet the program requirements.



The QR code is at the bottom of a letter and not within the mailpiece marketing message.

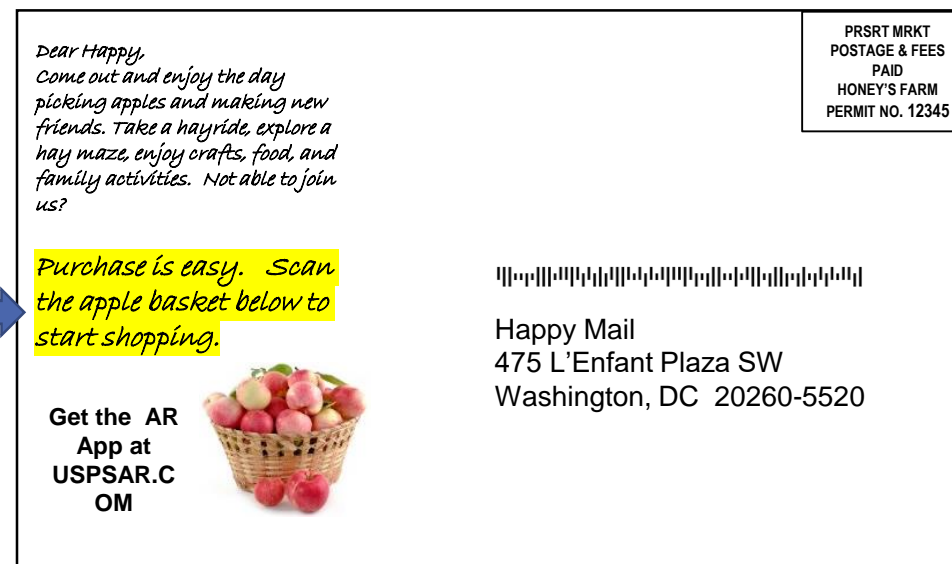


- The purpose of the mobile shopping promotion is to have your customer know what is being advertised to purchased.
- Consumers will be more likely to scan to purchase an item.

Mobile Print Technology Placement Continued

- Example of an invite with augmented reality including a Scan to purchase

Honey's Apple Farm



Mobile Print Technology Placement Continued

- More examples below showing mobile print technology within a mailpiece with a clear message to the customer.

some imported parts, this Santa makes a statement wherever placed. A black bear stands nearby (also doubles as footrest).

1494	SANTA (30"W X 20"D X 72"H)	\$995	(\$25)
1495	BLACK BEAR (30"W X 10"D X 18"H)	\$295	



Scan here to shop our mobile website.



Today's Top Trending Toys



SPECIAL OFFER



ONLY \$9.95

Discover even more great gifts by scanning the QR code to browse & shop.



Website/Digital Requirements

The mobile technology must lead the recipient directly to a mobile optimized website, social media site, shoppable video or voice assistant where an advertised product can be conveniently purchased through a mobile optimized shopping experience on a mobile device. ***The destination (pages) must contain information relevant to the content of the marketing message included in the mailpiece.***

Requirements for Barcodes leading to Social Media Sites:

Participants may also use any mobile barcode format to link the recipient to a social media platform with a “Buy Now” button capability for a specific products(s) to make a purchase.

The social media platform can include Pinterest, Instagram, YouTube, Facebook, Twitter, and Tumblr. If you are interested in using a social media platform other than these please contact the program office at mailingpromotions@usps.gov.

Website/Digital Requirements continued

Requirements leading to Shoppable Video: Shoppable Video is the process by which a user can view videos and make a purchase without having to navigate to a retailers' website on their own. The experience involves viewing a video which contains clickable spots on the video where you can make a purchase.

Simply linking to video content **is not adequate to meet the criteria** for Video in Print. Shoppable Video is platform agnostic but can often be viewed through social media platforms like Facebook, Instagram, and Snapchat as well as e-commerce sites.

Requirements leading to Voice Assistant New: The mailpiece must provide clear and specific instruction that enables the recipient to engage with voice assistants (i.e., Siri, Cortana, Alexa, Google Home/Nest, etc.) to trigger a mobile optimized shopping experience.

The marketer/mailer should also make sure to follow all best practices for issues like synonyms, proper distance for voice command, etc. in order to ensure a good user experience that blends the direct mail marketing message with the proper voice response/fulfillment.

Website Pop-ups: The destination web pages must allow for by-passing of a pop-up (ex. If a pop-up is used on the destination URL, the pop-up must have an option to cancel/close the pop-u and return t the destination URL).

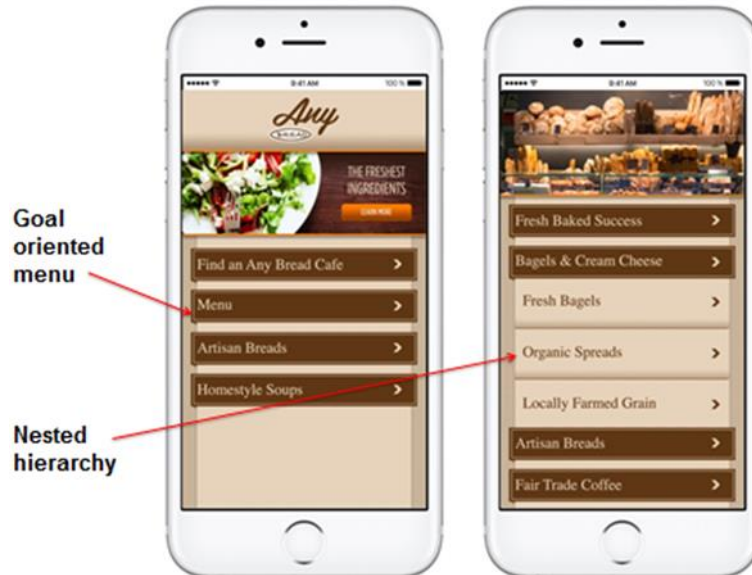
Mobile Optimized Vs Mobile Friendly

Mobile optimized



➤ Different version of the webpage that is designed specifically for smaller screens. Mobile optimized sites have:

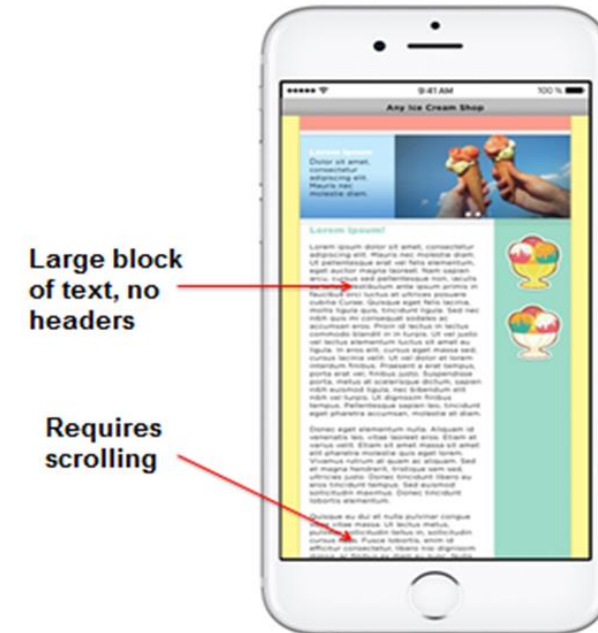
- More compact layout
- Less copy
- Fewer smaller images
- Streamlined navigation



Mobile-friendly



➤ Webpage that is formatted to fit within a smartphone screen (and could require the need to scroll horizontally to view the entire page or enlarge the screen to view portions of the page).



Purchase Path Requirements

- **Payment options:** For purposes of this promotion, the recipient must be able to complete the purchase through a payment method such as electronic payment, person-to-person payment, or an app-enabled QR Code payment.
- **Checkout Experience Requirements:** The checkout experience including any payment pages must be fully mobile optimized.

Qualifying Products

Defined as a tangible and physical item that is eligible to be mailed by the Postal Service (*delivery by the Postal Service is not required*).

- Donation qualifies as a product if an item such as a hard copy thank you note is mailed to the recipient upon purchase via U. S. Postal Service (does not include invoices, billing statements or receipts), or the mailpiece contains Business Reply Mail (BRM), Courtesy Reply Mail (CRM) or Share Mail (Alternate Postage) enclosure.
- If a product can only be shipped to another business location (e.g. online ordering for in-store pick-up) the mailing does not qualify.
- The sale of services alone **DOES NOT** qualify for the promotion. Example: a gutter cleaning doesn't qualify.

What does not qualify

Ineligible Uses

Below is a short list of ineligible uses. An expanded list is in the program requirements, but not limited to the list.

- Make payment online for prior purchases or recurring services
- Sign up for a free subscription
- Purchasing a subscription with electronic delivery
- Any link to a non-mobile optimized website
- “Like” or “share” on social network site
- View a video
- Product for in-store pick-up
- Credit Card Application
- E-Gift Card
- Insurance Quotes

More are listed in the program requirements documents on Postal Pro!

Mailer Promotion Steps

Registration	Mailpiece Preapproval	Document Submission	Mailpiece Submission	Discount
<ul style="list-style-type: none">➤ Participants and/or MSPs can register➤ Register via the Business Customer Gateway (BCG)	<ul style="list-style-type: none">➤ Submit PDF to Promotion email➤ 4 business day for review and approval	<ul style="list-style-type: none">➤ Must be finalized within promotion period➤ Mailing documents must be submitted electronically	<ul style="list-style-type: none">➤ Must include hard copy mailpiece along with documentation at BMEU/DMU	<ul style="list-style-type: none">➤ Promotion discount is calculated in PostalOne!®➤ MI is the two letter Component Characteristic Record (CCR)➤ Must be claimed at the time of mailing

Mail owner and MSP must participate in a post promotion survey

What's New—Mobile Shopping

2020 Mobile Shopping Promotion Title Sections	2021 Mobile Shopping Promotion
<ul style="list-style-type: none">• Registration, Mailing Submission, and Mail Acceptance and Post – Mailing Requirements	<ul style="list-style-type: none">• A separate document created “Promotions General Participation Guide”
<ul style="list-style-type: none">• Mobile Print Technology Placement	<ul style="list-style-type: none">• Cannot be in the fine print or small print matter of the mailpiece
<ul style="list-style-type: none">• Mobile Print Technology	<ul style="list-style-type: none">• Adding Voice Assistant
<ul style="list-style-type: none">• Website/Digital Requirements	<ul style="list-style-type: none">• Opt-ins and Pre-checks have been removed• Pop-ups must have an option to cancel/close the pop-up

Promotions General Participation Guide

This document contains the Promotions registration, mailing submission, mailing acceptance, and post-mailing requirements for the 2021 promotions. This is one of two documents that contains requirements that must be met to claim a promotion discount. In addition to these requirements, participants must also meet the promotion specific requirements. These individual promotion requirements will explain how the mailpiece and campaign must be designed to meet the promotion requirements that are unique to that promotion. Each promotion requirements document can be found on Postal Pro at the links below:

- [Tactile Sensory & Interactive Promotion](#)
- [Emerging Technology Promotion](#)
- [Color Transpromo Promotion](#)
- [Mobile Shopping Promotion](#)
- [Informed Delivery Promotion](#)

***This document does not cover any aspects of the Earned Value Promotion. All of the requirements needed to participate in this promotion are contained in one document, the Earned Value Promotion Requirements. The requirements and additional information about this promotion can be found on the Postal Pro site at: <https://postalpro.usps.com/promotions/2021-earned-value>**

Mobile Shopping Check List

Requirements for Mailpiece:

- ☐ Mailpiece contains Scannable Mobile Print Technology:
 - QR Codes, digital watermark, augmented reality, voice Assistant, etc.
- ☐ Barcode meets size requirement
 - Size mobile print technology must be a minimum of $\frac{3}{4}$ x $\frac{3}{4}$ inch
 - Multiple mobile print technologies on one page must be a minimum of .65 by .65 inch
- ☐ Mailpiece contains Directional copy (must be 11 or higher font size or the same size as the primary marketing messaging)

Requirements for Digital Shopping Experience:

- ☐ Scan leads to a complete mobile optimized site (from beginning of shopping experience through the checkout process).
- ☐ Scan or voice assistant that takes you directly to a mobile optimized purchase site or shoppable video **relevant to the mailpiece message**
- ☐ Site allows check out or App-enabled QR code payment (companies that sell only customized/personalized products or required memberships (please see the program requirements).
- ☐ Product fulfillment could be available via USPS services

Mailpiece review:

- ☐ Send an email to mailingpromotions@usps.gov with:
 - A pdf attachment of the print-ready art file of actual size of mailpiece
 - One **Point of Contact** (POC)--who will be responsible for the mailpiece throughout the evaluation process. Response emails will reply to all.

2021 Mailing Promotions Additional Information

Program Requirements & Documents:

<https://postalpro.usps.com/promotions>

Registration:

<https://gateway.usps.com>

PostalOne! Help Desk:

For issues and concerns regarding enrollment or technical issues please contact the *PostalOne!* helpdesk at 800-522-9085 or email: [_postalone@email.usps.gov](mailto:postalone@email.usps.gov).

For further technical information, please refer to Technical Specifications on Postal Pro™ at: https://postalpro.usps.com/resources-list/technical_specifications



Here to help

Questions?

Can be submitted to the mobile shopping promotion inbox
USPS Mailing Promotions mailingpromotions@usps.gov

Thank you!

