

2019 MOBILE SHOPPING PROMOTION

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This promotion is under consideration by the Postal Service. Any 2019 USPS promotions under consideration are subject to USPS, BOG and PRC approval. All requirements are tentative and in draft form.

2019 MOBILE SHOPPING PROMOTION

I. BACKGROUND AND PROGRAM DESCRIPTION

Program Background: Mail has the potential to offer greater value. To demonstrate that direct mail continues to be a relevant part of the marketing mix, the Postal Service is encouraging customers to adopt and invest in technologies that enhance how consumers interact and engage with mail. The 2019 Mobile Shopping promotion encourages mailers to integrate mobile technology with direct mail, thus creating a convenient method for consumers to do their online shopping.

Program Description: This promotion provides business mailers with an upfront two percent postage discount on USPS Marketing Mail™ letters and flats, as well as Nonprofit USPS Marketing Mail™ letters and flats. The mailpiece must include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website with the ability to complete a financial transaction. The recipient must be able to purchase an advertised product from the website. The mailpiece must contain text near the barcode or image that provides guidance—call to action—to the consumer to scan the barcode or image and conveys information about the landing page or links them to a social media “Buy Button”.

NEW: This year mailers can also qualify with an App-enabled QR code payment. This can be either the mailer’s branded app or payment provided app, as long as the directional copy is clear.

II. PROMOTION AT-A-GLANCE

Registration Period: June 15, 2019-December 31, 2019
Program Period: August 1, 2019-December 31, 2019

Discount Amount: 2% off eligible postage. The discount is calculated in **PostalOne!®** and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices

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

Ineligible Mail: All First-Class Mail
Periodicals (includes Pending Periodicals mail)
Bound Printed Matter
Media Mail

Mailpiece Requirements: All qualifying mail must contain a barcode or other technology that allows the user to engage in an electronic shopping experience.

****Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.***

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE AFTER THE PROMOTION CLOSSES.

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III. ELIGIBILITY REQUIREMENTS

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review this document to ensure that the mailpiece meets all 2019 program requirements.

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

B. Mailpiece Content Requirements:

Requirements Checklist

- Mailpiece must contain print/mobile technology
- Mailpiece must have directional copy

1. **Mobile Barcode/Mobile Print Technology:** All qualifying mail must contain a mobile barcode or other equivalent mobile print technology that when scanned by a mobile device leads to a complete mobile optimized website.
 - Mobile barcodes need to be a minimum of $\frac{3}{4}$ inch by $\frac{3}{4}$ inch and the placement must be with the marketing message. Please review section D. Restrictions on Barcode Placement to ensure requirements are met.

Qualifying mobile print technologies that take you to a mobile optimized shopping website, include one of the following:

- open-sourced barcodes (such as a QR Code or Datamatrix code),
- a proprietary barcode or tag (such as SnapTags or MS Tags),
- an image embedded with a digital watermark, or
- an intelligent print image recognition (including an augmented reality experience)

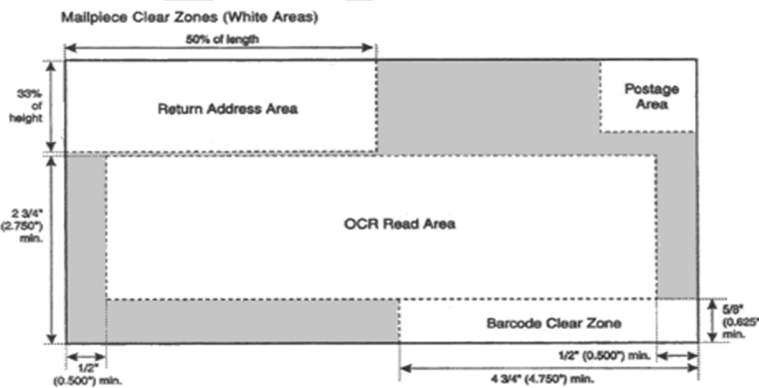
***For further information on Mobile Barcodes/Mobile Print Technology see Appendix A**

2. **Restrictions on Barcode Placement:** The mobile barcode can be placed on the inside or outside of the mailpiece. The barcode **CANNOT** be placed on a detached address label (DAL) or card that is not attached to, enclosed within the mailpiece (e.g., unattached

blow-in card), or applied to an enclosed return envelope/card.

The print mobile technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece.

***Further information on Barcode Placement can be found in Appendix B.**



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- 3. Multi-mailpiece/Marriage Mailers:** The main purpose of the mailpiece and/or marketing message must be enhanced by the technology used. The technology and directional copy must be prominently located to ensure the recipient knows how to engage with the technology. The technology used must meet all program requirements. The Program Office will render all decisions regarding the approval/disapproval of these types of mailings.
- 4. Directional Copy – Mobile Barcode:** The physical mailpiece must contain text near the barcode or image providing guidance to the consumer to scan/engage the barcode image, with specific information about the landing page. The text must be **prominently** displayed and immediately adjacent to the barcode/engagement area to ensure a customer sees it. **The directional text and the visual cues from the landing page should clearly inform the recipient that the purpose of the application used is to facilitate a purchase.**

Print/mailpiece examples with mobile barcodes must include, but are not limited to:

- “Scan here to shop our mobile website”
- “Scan here to shop”
- “To place an order Scan”
- “Scan here to purchase”
- “Social Buy Now” (must also include directional copy adjacent to the mobile barcode).

****If the directional copy does not meet the requirement listed above for legibility and proper placement, it will not qualify.***

Directional Copy Best Practices

- 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.

NOTE: If the mobile technology used is not compatible for all mobile devices, please state which devices are compatible for use (iPhone, Android, etc) on the actual mailpiece.

C. Website/Digital Requirements

Requirements Checklist

- Website Relevance
- Entire website must be mobile optimized
- Must be able to purchase a product
- Product must be a physical/tangible item
- Checkout experience must allow guest checkout

- 1. Website Relevance:** The destination (pages) must contain information relevant to the content of the marketing message included in the mailpiece.

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2. **Mobile Optimization:** The destination web pages must reside on a website platform that contains, or is deeply integrated with, a checkout functionality that allows the customer to complete the purchase of the product referenced.

The mailpiece must lead to a complete mobile optimized experience regardless of the platform being used. For Social Buy Now, the mobile barcode must link to the appropriate social media platform with integrated “Buy Now” buttons.

****Further information on mobile optimization requirements can be found in Appendix C.***

3. **Purchase Path:** The mobile barcode must directly lead the recipient to a mobile optimized website where an advertised product can be conveniently purchased through a mobile optimized shopping experience on a mobile device.

NOTE: Pop ups/pop overs **may not** be presented before the customer gets to the purchase web site. If you are intending to use pop ups/pop overs for special offers/discounts we recommend the pop ups/pop overs are displayed during the shopping experience or at check out.

For purposes of this promotion, the recipient must be able to complete the purchase in one of the following ways:

- an electronic payment method (such as a credit, debit or prepaid card) made through the internet or app on the mobile device
- a person-to-person payment method (ex. PayPal) made through the internet or app on the mobile device
- Social Buy Now electronic payment or person to person made through social media app using the “Buy Now” button
- App-enabled QR code payments—no guest checkout required. This can be either your own branded app or payment provider app, as long as the directional copy is clear.

Check Out Experience: There must be a guest check out option available if the consumer does not have an account. However, for companies that require accounts for customized or personalized product purchases a guest checkout is not required. Companies expressing the need to do this must demonstrate how the purchase is a customized or personalized product.

The user selection shall not include any type of auto enrollment that is pre-checked. The customers must have the option/choice whether or not to enroll/sign up.

Purchases from Social Media Sites

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

For example, a mailpiece with a mobile barcode linking to:

- specific item on Pinterest with a “Buy Now” button or
- a board on Pinterest that includes item(s) with “Buy Now” button

The social media platform can include Pinterest, Instagram, YouTube, Facebook, Twitter, Tumblr, etc. If you are interested in using a social media platform other than these or you are uncertain if the design or technology meets the qualifications of the promotion and would like to have it reviewed, please contact the program office at mailingpromotions@usps.gov.

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4. **Qualifying Products:** For the purposes of this promotion, a product is **defined** as a tangible and physical item that needs to be distributed or manufactured and can be shipped via a mailing or shipping product offered by the Postal Service (delivery by the Postal Service is not required). Products that can only be fulfilled via private carrier (for example, local pizza delivery) would not meet the requirements. Social Buy Now is strictly limited to tangible products.

Sale of Services and Charitable Donations

In some instances the sale of services and charitable donations may qualify for the promotion discount provided a financial transaction occurs at some point during the scanning of the mailpiece. One of these options must be completed to qualify for the promotional discount. These mailings **must** meet all other promotion requirements and:

- an item such as a hard copy certificate, thank you note or voucher is mailed to the recipient upon purchase via the US Postal Service (does not include invoices, billing statements or receipts), or the mailpieces contain a Business Reply Mail (BRM) or Courtesy Reply Mail (CRM) or Share Mail™ (Alternate Postage) enclosures.

Examples of Ineligible "Products" (include but are not limited to)

- Pay a bill (Bill me Later, etc)
- Make payment online for prior purchases or recurring services
- Auto payment
- Sign up for email list, text messages or mailing list
- Sign up for online billing or paperless statement services
- Download a deal or coupon (and no hard copy certificate or voucher is mailed)
- Enter a contest or sweepstakes
- Sign up for a newsletter (electronic or hard copy)
- Sign up for a free subscription
- Purchasing a subscription with electronic delivery
- Proxy stock vote
- Take a survey
- Confirm a reservation (like a doctor or haircut appointment)
- Any link to a non-mobile optimized website
- Download and/or receive text information such as directions/contact information
- Link to sign-in page for online account
- Link to webpage with information
- "Like" or "share" on social network site
- View a video
- Link to phone number or make a phone call
- Product for in-store pick-up
- Credit Card/Credit Card Application
- E-Gift Card
- Insurance Quotes

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D. Registration Requirements

Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion. It is recommended that mailers register several days in advance of the first qualifying mailing.

~~As part of the terms of participation, all MSP and Mail Owner participants must complete a series of brief surveys about their participation in the promotion.~~

A user guide for enrollment is available on our PostalPro™ pages at:
<https://postalpro.usps.gov/node/350>

Auto Enrollment (for Mail Service Providers): Electronic documentation (eDoc) enrollment using Mail.dat or Mail.XML enables real-time enrollment for Mail Service Providers and Mail Owners. During postage statement finalization, the PostalOne! system will enroll the client(s) in the promotion based on the by/for field data in the eDoc, and will calculate the discount. Use of this Auto Enrollment feature via eDoc submission still requires that Mailers and MSPs review the Program Requirements Document for such promotion(s) and that they follow the terms of the promotion as outlined in the applicable Program Requirements Document for such promotion(s).

Auto enrollment is available on Postal Wizard, but the Mail Service Provider must be enrolled in the promotion. During postage statement finalization, PostalOne! will validate that the MSP CRID in the Postal Wizard submission is enrolled as an MSP. The PostalOne! system will enroll the client(s) in the promotion based on the "Mail Owner" field data in the Postal Wizard submission, and will only then calculate the discount if there are no system Warnings. PostalOne! will perform validations and generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, PostalOne! will process the Postal Wizard submission and allow the mailing without failing the file. However, PostalOne! will not apply the promotion discount to the mailing.

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

E. Mailing Submission Requirements

****Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.***

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE AFTER THE PROMOTION CLOSES

- 1. Documentation/Postage Statement:** Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number.

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To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file MUST be populated with the **two letter characteristic MI** for the 2018 Mobile Shopping promotion.

Participants will be required to affirmatively claim this promotion in the “Incentive Claimed” section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

- 2. Combined and Commingled Mailings:** The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Technical Language: Only one promotional discount will be applied per mailpiece version (identified by .mpu Mail Piece Unit and .mpu Segment ID). In a commingled mailing which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the .csm Postage Group ID or the .mpa Customer Reference ID in order create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS Mail.dat Technical Specifications document in section 4.3.1.1 Non-Periodicals Key Postage Statement Generation Fields. The verification statement will continue to consolidate child statements per postage statement generation fields in the Table 4-4.

If **PostalOne!** issues arise during the promotion period which prevent the timely finalization of Postage Statements within **PostalOne!** system please follow the instructions illustrated in the **PostalOne!** External Contingency Plan:

https://postalpro.usps.com/storages/2016-12/852_PostalOneExternalContingencyPlan.pdf

- 3. Mailing Date:**

Mail must be tendered for acceptance during the promotion period, August 1st – December 31st. **All promotion eligible mailings must be finalized in PostalOne! no earlier than 12:00:00 AM on August 1st and no later than 11:59:59 PM on December 31st (the last day of the promotion).**

Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through January 15th, 2020 (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to August 1st. Any qualifying mailing that is accepted and paid for prior to August 1st is not eligible for the promotion discount.

- 4. Postage Payment Method:** Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and “Official Government Mail” mailings are not eligible for the promotion. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

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5. Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for an VAR/CVAR for Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: Only "Neither" is an option
- Precanceled: Only "Neither" is an option.

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
USPS Marketing Mail™ Regular Auto/PRSRT/CR Letters	TBD
USPS Marketing Mail™ Regular Auto/PRSRT/CR Flats	TBD
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Letters	TBD
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Flats	TBD

All existing requirements around mail preparation and acceptance as they are described in the domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

F. Requirements at mail acceptance and post- mailing

CHECKLIST

- Mailer must provide a hard copy sample mailpiece at BME
- Mailer must retain a sample mailpiece for USPS post-mailing sampling

At Mail Acceptance: The mailer must provide a hard copy, unaddressed sample of the mailpiece showing the placement of the mobile barcode, image, QR Code, App or tag and directional copy to the acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of the mobile barcodes, images, QR Codes, Apps or tags, etc. and directional copy.

- If pieces are variably printed, one sample that is representative of the mailpieces in the mailing may be presented.
- If the mailer is unable to print an unaddressed mailpiece the mailer should remove a piece from the mailing, remove the address (e.g. place a blank address label over the address) and submit it at mail acceptance. As an alternative, an addressed piece may be accepted if the mailer marks through the address and marks "USPS Promotion Piece Sample" on the piece.

Using the Self Service Terminal (SST):

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen.

"This mailing has been identified as participating in an incentive program. By clicking OK, I

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certify that I am tendering a production mailpiece sample and postage statement to the acceptance employee for verification."

The mailer must certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU Clerk.

Post Mailing Requirements: The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet **ALL** program requirements, to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until **March 31, 2020**, and if requested by the Postal Service, must forward the sample to the Promotion Program Office.

- If a mailing contains mobile barcode, image, QR Code, Apps, tag, etc. and directional copy mail from multiple mailers, a sample of each mailer's mailpiece must be retained.

IV. TECHNICAL INFORMATION

Reminder: To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristic Record (CCR) file must be populated with the **two letter characteristic MI** for the 2019 Mobile Shopping promotion. One of the parties in the by/for of the postage statement must be registered for the promotion. For issues and concerns regarding enrollment, technical issues or claiming the discount, please contact the **PostalOne!** helpdesk at 1-800-522-9085 or email: postalone@email.usps.gov

For further technical information, please refer to Technical Specifications on POSTALPRO at: <https://postalpro.usps.com/promotions>

V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

Email: Mailingpromotions@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Attn: 2019 Mobile Shopping Promotion
PO Box 23282
Washington, DC 20026-3282

FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the Program Office, please use Postal products or services.

All PO Box mailings must include information about the sample, contact information and an email address for responses.

Information and resources will also be posted online at: <https://postalpro.usps.com/promotions>

The Program Office responds to all inquiries within 4 business days upon receipt of samples in the promotion inbox mailingpromotions@usps.gov or the PO Box.

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Be sure to take advantage of our POSTALPRO website for information and resources pertaining to our Promotions: <https://postalpro.usps.com/promotions>

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE AFTER THE PROMOTION CLOSSES

VI. REVISION HISTORY TABLE

Date	Section	Reason For Revision	Version
9/13/18	Draft Document	PRC approval <u>NEW</u> : This year mailers can also qualify with an App-enabled QR code payment. This can be either the mailer's branded app or payment provided app, as long as the directional copy is clear. <u>NEW</u> : Mobile barcodes need to be a minimum of 3/4 inch by 3/4 inch (changed from 1/2 to 3/4 in)	1

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V. APPENDICES

Appendix A

Mobile Barcode/Mobile Print Technology Requirements

Mobile barcodes need to be a minimum of ¾ inch by ¾ inch and the placement must be with the marketing message. Please review section D. Restrictions on Barcode Placement to ensure requirements are met.

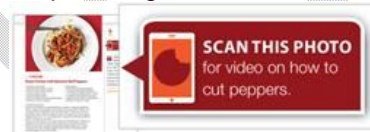
APPS: If you are leveraging your own app to provide the barcode scanning the following rules apply:

- Provide PDF of actual mailpiece sample
- If the new content is not active, provide the current issue version for review
- Once the mailing is entered into the mailstream you would need to provide a PDF of the mailpiece sample

Examples of acceptable mobile barcodes:



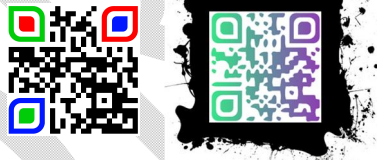
Example of digital watermark technology:



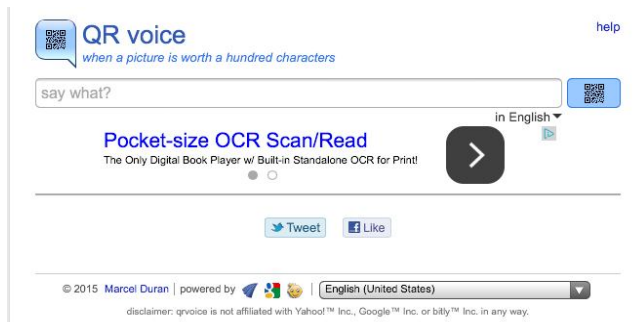
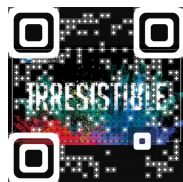
Examples of acceptable color branded barcodes:

Color Banded Mobile barcode can be used and must be functional and incorporate **one** of the following:

- a. 2 or more colors
- b. a trademark or graphic that includes a color or multiple colors



QR Code Evolution: Capabilities have continued to evolve and provide marketers ways to apply new designs and leverage additional analytics on the effectiveness of their campaign(s). Examples of new QR code types include: Dotless, visual, voice etc.



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Appendix B Barcode Placement

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

Barcode Clear Zone

Barcode Clear Zone for Letters: The barcode clear zone for letters is defined in the Domestic Mail Manual (DMM®) section below. DMM design requirements (DMM Sections 202.5.1.1) must be met:

DMM® 202.5.1.1 Barcode Clear Zone: Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears an Intelligent Mail barcode with a delivery point routing code (see 204.1.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 204.1.4. The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:

- Left: 4 3/4" inches from the right edge of the piece
- Right: right edge of the piece
- Top: 5/8 inch from the bottom edge of the piece
- Bottom: bottom edge of the piece

A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at the link: <http://pe.usps.com/text/qsg300/Q602.htm#1009536>

Barcode Clear Zone for Flats: For flats, the mobile barcode should not be placed within 1/8" of the actual routing Intelligent Mail barcode.

Indicia Zone

The "Indicia Zone" is two inches from the top edge by four inches from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within two inches of the actual postage indicia when the indicia is not placed in the described "indicia zone."

Indicia Zone for Flats: For optimal processing, avoid placing the barcode, images, or tags in the destination address block and indicia.

Indicia Zone for Letters: The "Indicia Area" on letter mail is the top-right corner. The Postal Service's Barcode Sorters look for these Information-Based Indicia (IBI) codes in the zone 2" from the top edge x 4" from the right edge of the mailpiece. Barcodes, images, or tags cannot be used in this area.

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Appendix C Mobile Optimization

Why is design for mobile web different? Mobile users are ...

- goal oriented, looking for a specific piece of information or task
- on the go, and may view content while walking
- viewing on smaller screens with tiny keyboards or touch screens

Copy

- **Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.
- **Use readable font:** it should be slightly larger than the font size used for desktop viewing, and kept simple font to ensure compatibility across devices
- **Make it action oriented:** use headings to break up blocks of text so users can easily find what they're looking for, as they often have a specific piece of information or task in mind, and will scroll through pages quickly

Navigation & Design

- **Use hierarchy, menus and drop downs:** these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing
- **Consider page orientation:** the design needs to work in both vertical and horizontal orientation
- **Include strong calls to action:** the more prominent, the better – mobile websites can be good conversion tools if well designed
- **Avoid accidental clicks:** design should be “thumb-friendly” with sufficient space between large buttons, avoiding frustrating navigation errors

Back-end

- **Make it compatible:** mobile sites need to be browser-independent, avoid elements (like Flash) that may not work on many devices, and take advantage of native content
- **Constantly evolve:** use analytics tracking to understand what people are actually using your site for, and make that content easiest to access

This promotion is under consideration by the Postal Service. Any 2019 USPS promotions under consideration are subject to USPS, BOG and PRC approval. All requirements are tentative and in draft form.

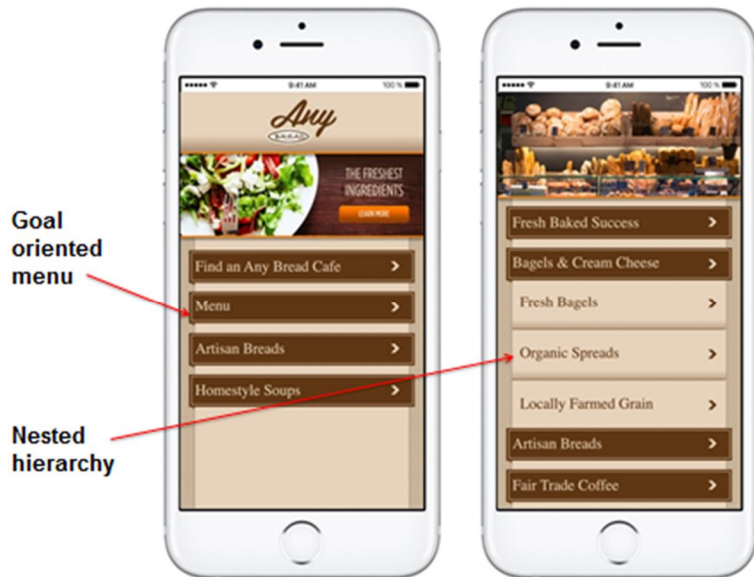
2019 MOBILE SHOPPING PROMOTION

Continued Appendix C Mobile Optimization

Mobile Optimized Sites

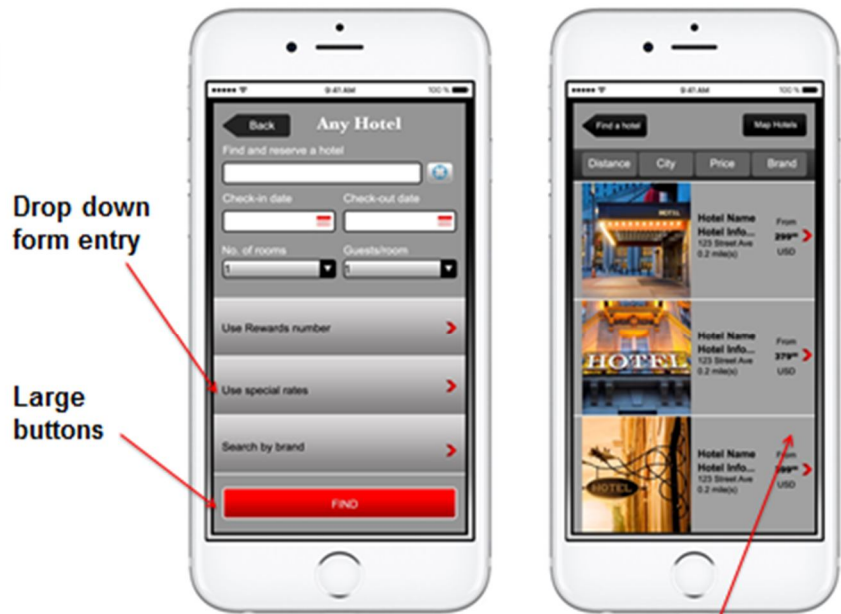
Why is design for mobile web different? Mobile users are ...

- goal oriented, looking for a specific piece of information or task
- on the go, and may view content while walking
- viewing on smaller screens with tiny keyboards or touch screens



Copy

- **Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.
- **Use readable font:** it should be slightly larger than the font size used for desktop viewing, and kept simple font to ensure compatibility across devices
- **Make it action oriented:** use headings to break up blocks of text so users can easily find what they're looking for, as they often have a specific piece of information or task in mind, and will scroll through pages quickly



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Continued Appendix C
Mobile Optimization

Non Mobile Optimized Sites

Navigation & Design

- **Use hierarchy, menus and drop downs:** these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing
- **Consider page orientation:** the design needs to work in both vertical and horizontal orientation
- **Include strong calls to action:** the more prominent, the better – mobile websites can be good conversion tools if well designed
- **Avoid accidental clicks:** design should be “thumb-friendly” with sufficient space between large buttons, avoiding frustrating navigation errors

Back-end

- **Make it compatible:** mobile sites need to be browser-independent, avoid elements like Flash that may not work on many devices, and take advantage of native content (
- **Constantly evolve:** use analytics tracking to understand what people are actually using your site for, and make that content easiest to access.

Large block of text, no headers

Requires scrolling



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2019 MOBILE SHOPPING PROMOTION

Appendix D Promotion Check Lists

Have you met the program requirements? Make sure your review/preapproval will be successful. Complete the checklist below:

Mobile Barcode Technology:

- Directional copy
- Scannable Mobile barcode
- Scan leads to a mobile optimized site (from beginning of shopping experience through the checkout process)
- Scan takes you directly to a purchase site **relevant to the mailpiece message**
- Able to make purchase
- Have a guest check out or App-enabled QR code payment
- Able to complete purchase
- Item can be shipped

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