Emerging Technology & Product Innovation
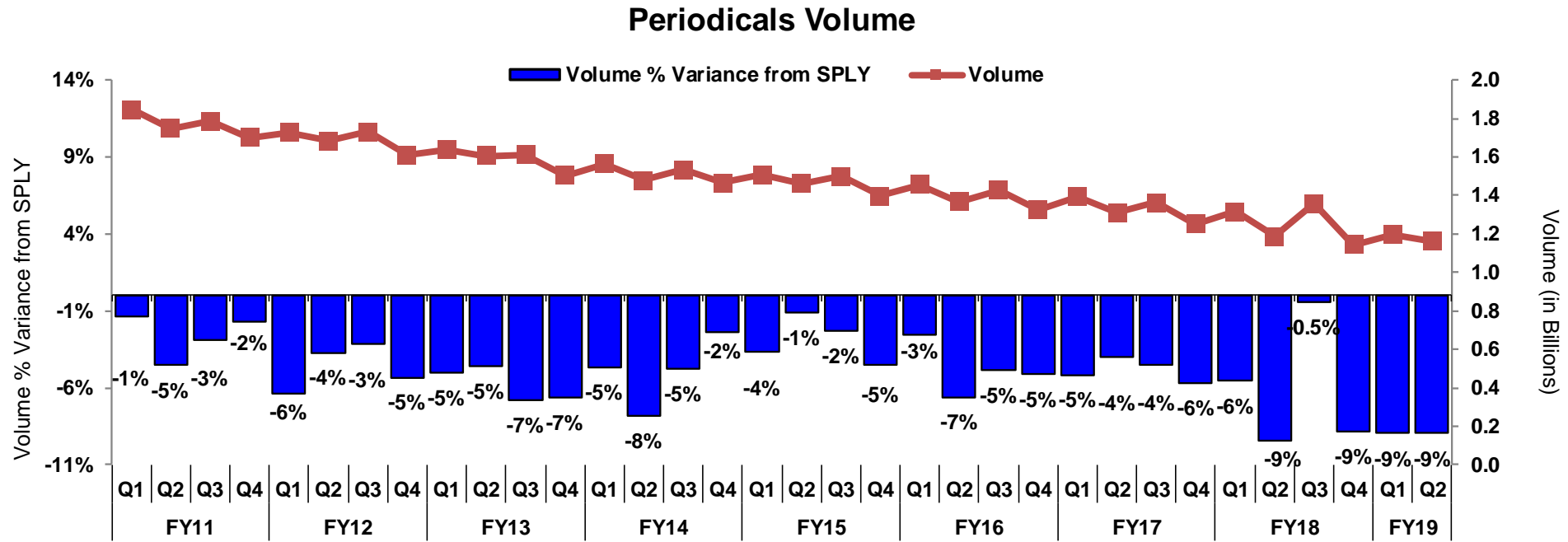
Periodicals
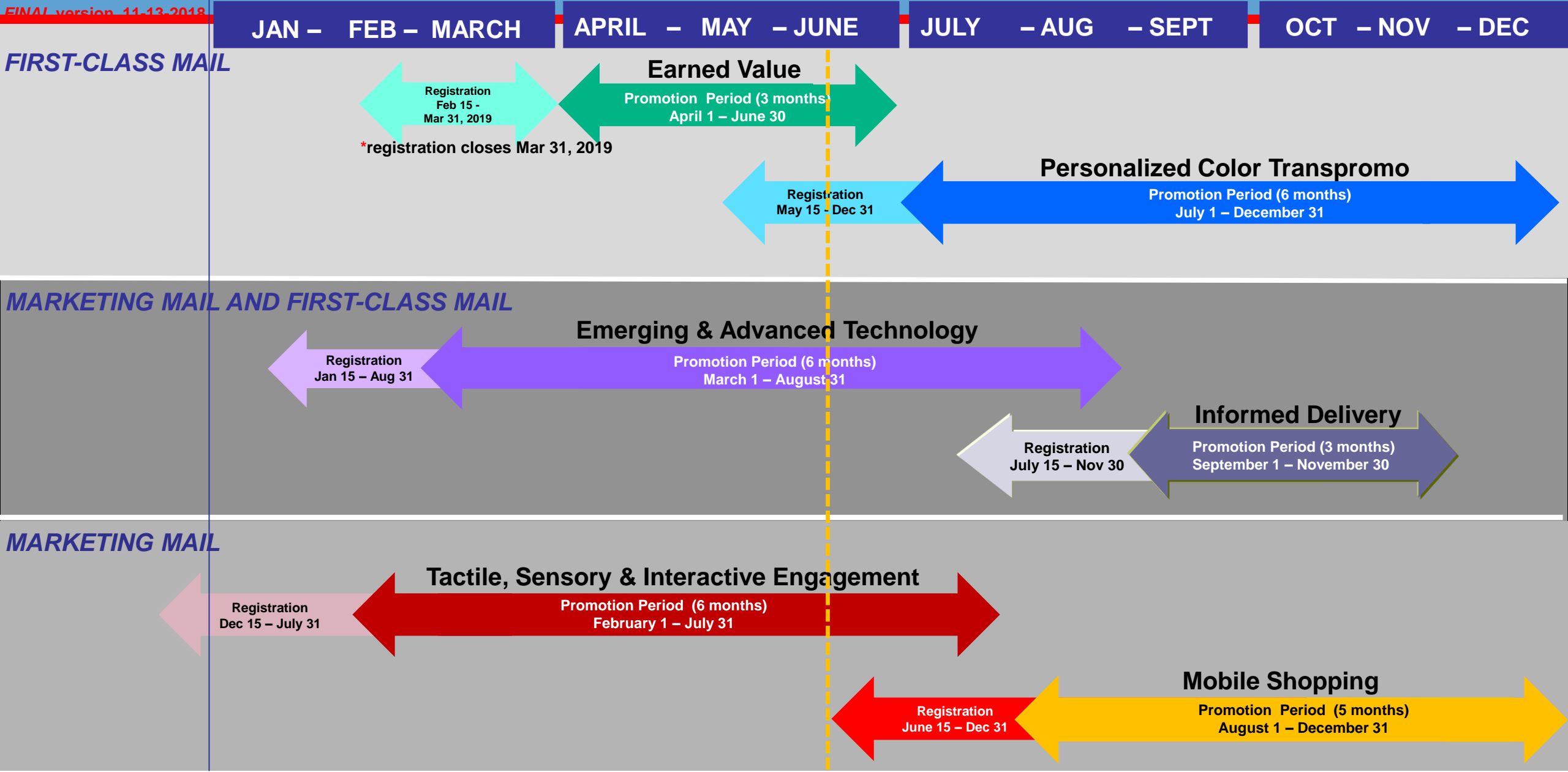
Periodicals Volume

Notes:
1/ Sources include RPW Quarterly Reports

UNITED STATES POSTAL SERVICE®

2019 MAILING PROMOTIONS CALENDAR
FINAL Version, Approved 2019 Rate Case Filing

FINAL version 11-13-2018

JAN – FEB – MARCH	APRIL – MAY – JUNE	JULY – AUG – SEPT	OCT – NOV – DEC

FIRST-CLASS MAIL

Earned Value

Registration
Feb 15 - Mar 31, 2019

Promotion Period (3 months)
April 1 – June 30

*registration closes Mar 31, 2019

Personalized Color Transpromo

Registration
May 15 - Dec 31

Promotion Period (6 months)
July 1 – December 31

MARKETING MAIL AND FIRST-CLASS MAIL

Emerging & Advanced Technology

Registration
Jan 15 – Aug 31

Promotion Period (6 months)
March 1 – August 31

Informed Delivery

Registration
July 15 – Nov 30

Promotion Period (3 months)
September 1 – November 30

MARKETING MAIL

Tactile, Sensory & Interactive Engagement

Registration
Dec 15 – July 31

Promotion Period (6 months)
February 1 – July 31

Mobile Shopping

Registration
June 15 – Dec 31

Promotion Period (5 months)
August 1 – December 31

Tactile, Sensory and Interactive Mailpiece Engagement Promotion: February 1, 2019 – July 31, 2019

As of June 10, 2019:

- Participants - 150
- Volume – 1,069 M
- Revenue – $238 M

Inquiries may be sent to tactilesensorypromo@usps.gov

Reminder: TED-C submissions must include a copy of the
  PCSC approval letter for the mailpiece OE design

Emerging and Advanced Technology Promotion:
March 1, 2019 – August 31, 2019

As of June 10, 2019:

- Participants - 236

- Volume – 2,658 M

- Revenue – $554 M

- Currently have approved 925+ samples

Inquiries and pre-approval requests may be sent to EmergingTechPromo@usps.gov

TACTILE, SENSORY AND INTERACTIVE PROMOTION

	June 2017	June 2019	Change
Volume	789M	1,069M	35%
Revenue	$175M	$238M	36%
Participants	136	150	10%

Emerging and Advanced Technology Promotion

	June 2017	June 2019	Change
Volume	2,745M	2,658M	-3%
Revenue	$598M	$554M	-7%
Participants	244	236	-3%

Combined Promotions

	June 2017	June 2019	Change
Volume	3,524M	3,727M	5%
Revenue	$773M	$792M	2%
Participants	380	386	2%

Earned Value Promotion:

- Registration Closed on March 31, 2019

    - Enrollment – 557 participants

    - Inquiries may be sent to Earnedvalue@usps.gov

    Updates:

- Note: Credits on reports will not show until the 95% Threshold has been reached at the CRID level.

- Defect found in MSP Activity reports – some MID counts are double reported on the MSP report. Individual participant reports are correct and there are no issues with the underlying data. Work is being done to correct the defect

Personalized Color Transpromo Promotion: Registration Open!

Promotion Dates: July 1, 2019 – December 31, 2019

Eligible: First-Class Mail® (excludes all FCM single-piece-price mail)

    As in 2017

- First-time participants have color only option(s)
- Repeat participants must apply dynamic color& personalization

Inquiries may be sent to FCMColorPromotion@usps.gov

⭐ As of 6/10/2019: 61 companies enrolled

⭐ 5/30/19: Personalized Color Transpromo Promotion Webinar held

- Recording posted on PostalPro: https://postalpro.usps.com/promotions/webinars

Mobile Shopping Promotion **Registration Open!**

As of 6/17/2019: 32 companies enrolled

Promotion Dates: August 1, 2019 – December 31, 2019
Eligible mail: USPS Marketing Mail™ letters and flats
                        Nonprofit USPS Marketing Mail™ letters and flats

Inquiries may be sent to mailingpromotions@usps.gov

★Common Issues with mailpiece reviews

1. Shopping website contains a pop-up window prior to shopping experience

2. Communication opt-ins are pre-checked on shopping site

3. Shopping site does not include a guest checkout option

4. Mobile print technology (barcode) is printed on BRM/CRM or card – it must be placed in the marketing messaging

Informed Delivery Promotion (September 1st – November 30th 2019)

- Updated requirements have been loaded to PostalPro

Eligible Mail:

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

Ineligible Mail:

- Non-automation mail (letters, postcards, and flats)
- Saturation mail flats
- Destination Delivery Unit (DDU) flats[1]
- Every Door Direct Mail (EDDM) letters, postcards and flats
- Detached Address Label/Detached Marketing Label flats
- Mailings sent to business addresses only

See Appendix D for the mailing statement (3600-FCM5; 3602-R1, 3602-N1) line items that are eligible for the promotion.

NOTE:

- An Intelligent Mail® barcode (IMb®) is required on mailpieces in order to produce an Informed Delivery image for consumers. Participants are responsible for testing and confirming that mailings contain the correct IMb to trigger the associated Informed Delivery campaign prior to participation in the Promotion.

United States Postal Service®
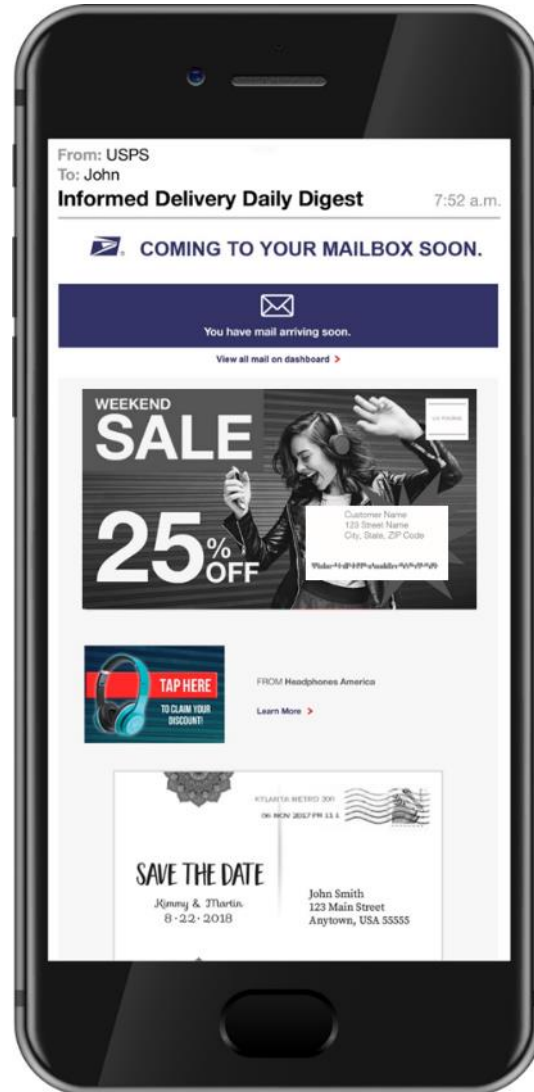## *Informed Delivery® Update*

June 19, 2019

Household Density Saturation

Households Saturation Rate:
- ☐ No Registered Households
- ▇ 0 to 5%
- ▇ 5 to 10%
- ▇ 10 to 15%
- ▇ Over 15%
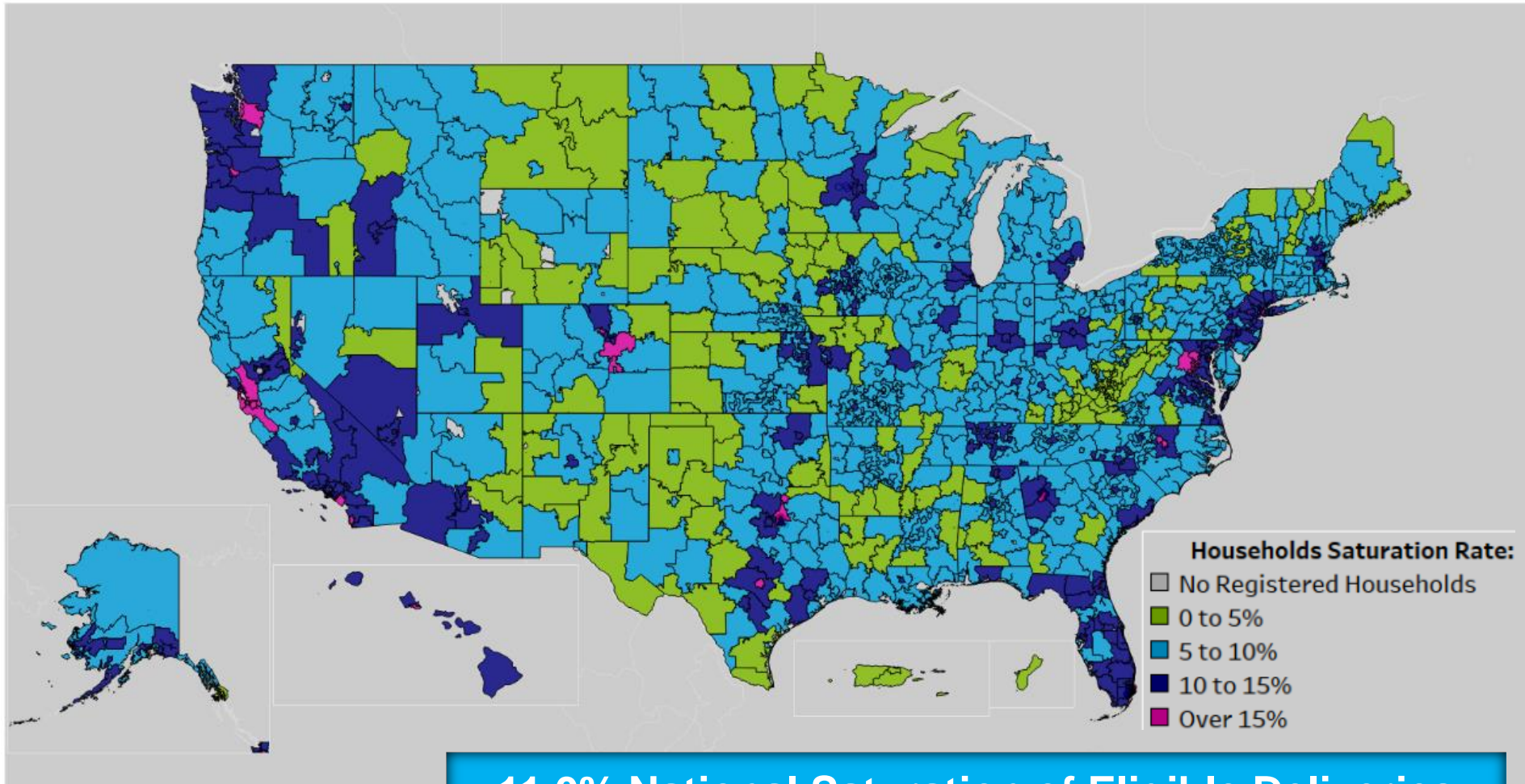
11.0% National Saturation of Eligible Deliveries

Household Saturation Rate as of June 10, 2019.

User Acquisition Channels

USPS® is pursuing a variety of user acquisition channels to reach the goal of 40 million users by the end of FY20:

Existing User Acquisition Channel:
- As of June 2019, **Internet Change of Address (ICOA)** has resulted in an increase of **7 million** new users (over 20 months).
- The ICOA enrollment/take rate is approximately **40%**.

Future User Acquisition Channels:

Channel	Value Proposition	Annual Targets Once Deployed
Hold Mail	Customers can know what mail they are receiving while on vacation or away from home.	2,400,000
Tracking	Customers can automatically receive tracking information through a daily email or by accessing the dashboard.	420,000
Redelivery	Customers can manage and view upcoming package deliveries.	300,000
Click-N-Ship (CNS)	Customers can manage and track shipment for the packages they are creating labels for.	500,000
PO Box Online (POBOL)	Integrating with POBOL will allow customers to not only sign up for Informed Delivery for their PO Box, but also their residential (introducing Informed Delivery for Multiple Physical Addresses).	1,800,000

System Stabilization Efforts

The Informed Delivery team is working to address system performance issues before the 2019 Promotion.

June In-Scope Items

- Program Registration Campaign Feed Increase performance for the extract that sends mailer campaign incentive data to program registration.
- Mailer + Consumer Portal - Reports Tuning: Improve performance for the mailer campaign detail report
- Mailer Campaign Portal: Resolve errors mailers receive when saving campaign data
- Mailer Campaign Portal: Improve performance when creating and deleting campaigns by creating backing index for all unindexed foreign keys

July In-Scope Items

- Mailer portal by paginating campaign data for retrieval/display
- Daily email digest to send multiple emails through the relay at once
- Image ingest by removing contention created by two triggers

The Informed Delivery team is also working to address these system performance issues, but the release date is not yet determined.

Title	Description	Priority
Campaign Issues (*PostalOne!* duplicate campaigns)	Campaign data is being duplicated when data is being loaded from *PostalOne!*	High
Revisit Mailer Campaign Portal 'Refresh' Functionality	Campaign data is refreshed after most user actions in the Mailer Campaign Portal. This change will refresh only when directly required for the screen being viewed.	High
Improve data "purging strategy"	Reducing retention of "live" mailpiece and campaign data will have significant overall benefits to the health of the system.	Medium
Rework JPA Object to Return Campaign Data Without Images - Memory	This change will reduce the amount of memory needed in the Mailer Campaign Portal, allowing the system to handle more campaigns without more memory.	Medium
Cache the active campaign images	Currently all active campaigns and their images are pulled directly into memory during email processing to keep the images available and reduce the time to look them up for each piece. The cache is a risk if campaigns grow exponentially; they may exceed the amount of memory available to the application.	High