

2019 Personalized Color Transpromo Promotion Webinar

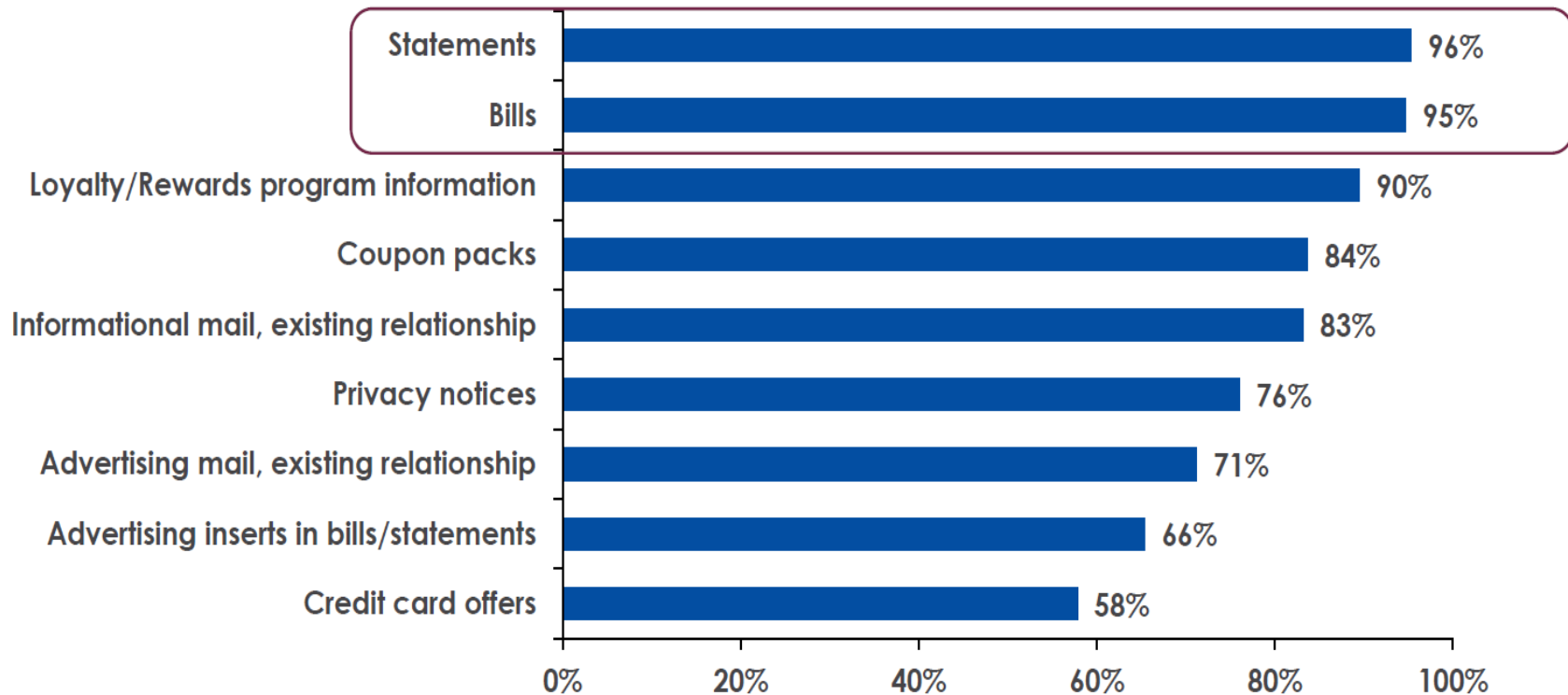
May 30, 2019

- **Background Information**
- **Overview of 2019 Personalized Color Transpromo Promotion**
- **Promotion Dates**
- **Process**
- **Registration Process**
- **Pre-Approval Process**
- **Samples**
- **Resources**
- **Questions**



Bills and Statements Get Opened and Read!

Which of the following documents received by mail do you open and read?



N = 2,000 consumers in the U.S. and Canada

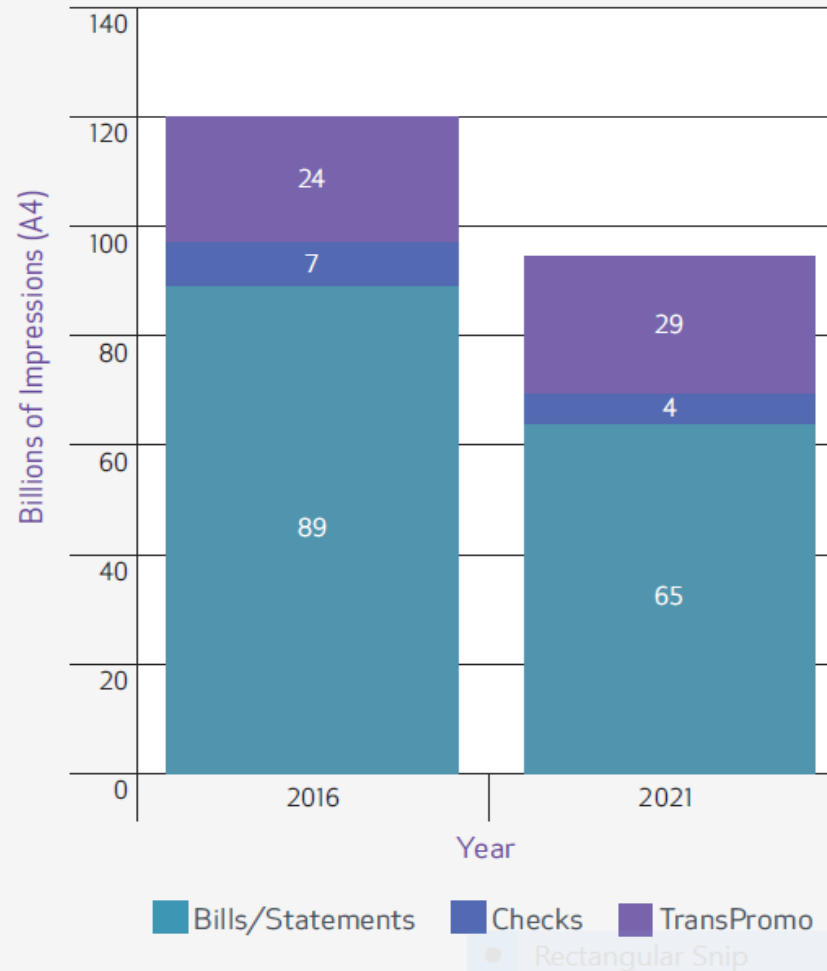
Source: Annual State of Transactional Communications Survey, Keypoint Intelligence – InfoTrends 2017

- Color can be used to reinforce or highlight an idea.
- Color can be used to provoke an emotional response from the user.
- Color can be used to draw attention to a specific part of your mailpiece.
- Color can be used to make your mailpiece aesthetically pleasing to the eye.

Blue:	Trustworthy, dependable, professional
Red:	Excitement, youthful, bold, urgency
Purple:	Royalty/luxury, creativity, imagination
Orange:	Friendly, welcoming, cheerful, confidence
Yellow:	Happiness, optimism
Green:	Peaceful, balance, growth
White	Simplicity, clarity, purity
Black	Classic, elegance, powerful, fearful

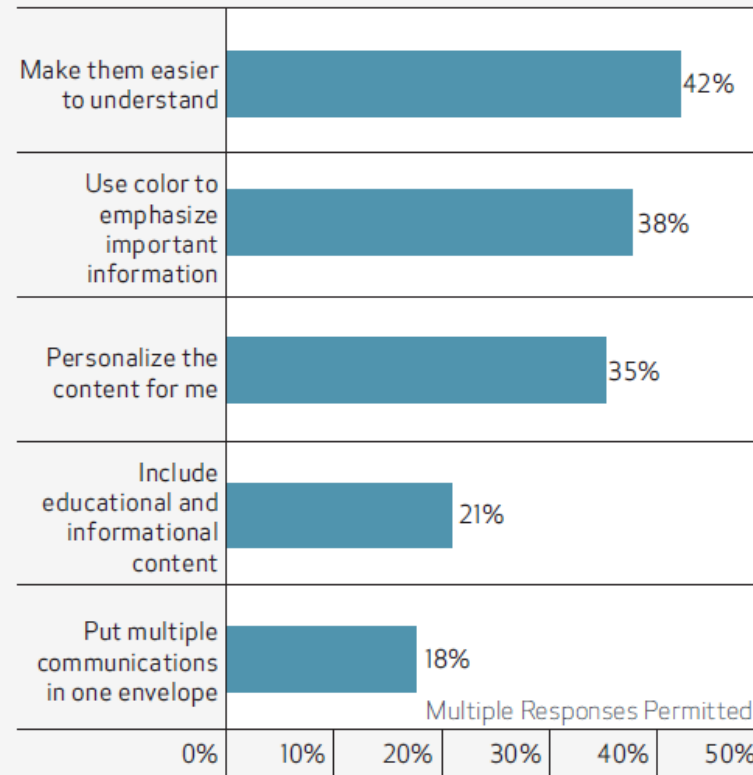
- Research conducted in 2011 revealed the use of full color for transactional communications was **less than one in five images**.
- Research conducted in 2016 indicates the adoption of color has **grown** over the **last five years** but not as fast as expected.
 - Print and mail industry focused on the migration of monochrome to full color of transactional communications.
- The transactional print data collected revealed that 38% of the total image volume was produced in color which states there is opportunity for growth.
- Of the 39.7 billion images produced by the participants, 62% of the images were monochrome.
 - Cost of color inkjet technology is lower now

Figure 1: Application Overview — Transactional Documents



Source: U.S. Digital Production Printing
Application Forecast: 2016-2021, InfoTrends, 2017.

Figure 3: How can your providers improve the business communications that they send to you in the mail? (Top Responses)



N = 2,000 Consumer Respondents in the U.S. and Canada

Source: *Annual State of Transactional Communications Consumer Survey*, InfoTrends, 2017.

Personalization and Color Do More For Less

Figure 3: Sample Transpromotional Billing Statement from IDS.com



Account Number: XXX01234
 Total Savings: \$0.00
 Total Checking: \$2,380.57
 Total Certificates: \$1,073.20
 Total Loans: \$24,216.17

JOE MEMBERT
 747 E WYNDHAM AVE
 MADISON HEIGHTS MI 48071

Statement Detail: 01/01/2017 thru 01/01/2017 Page 1 of 2

ACCOUNT SUMMARY

Type	Checkin Balance	Total Deposits	Total Withdrawals	Ending Balance
12 MONTH CERTIFICATE	10,790.37	1.83	0.00	10,792.20
SHARE DRAFT	1,659.21	807.90	76.54	2,380.57
2015 TASCAS CAMBRIA 38 FT	24,434.39			24,216.17

12 MONTH CERTIFICATE Withdrawals Earned YTD: 1.83

Date	Amount	Balance	Transaction Description
01/01/2017		10,790.37	Balance Forward
01/01/2017	1.83	10,792.20	Deposit Dividend 0.266%

Annual Percentage Yield Earned 0.266% from 01/01/17 through 01/01/17

NEWSFLASH February 2017

VISA All Credit Cards are NOT created Equal

Earn 2,500 Bonus Platinum Points when you open a New Visa Platinum Card through December 31st!

IDS.com's Visa Platinum credit card comes with a fixed rate as low as 7.8% APR, with no annual fee. Plus, you'll earn Platinum Points with every purchase you make redeemable for cash, gifts, or airline tickets. Other financial institutions CHARGE you a fee for transferring credit card balances. At IDS.com, we will PAY you a 1% BONUS* for transferring balances from other cards to our credit card. That is the Credit Union Difference! Why pay exorbitant fees to switch bank accounts when you can enjoy a member-owned credit union card with an interest rate you deserve. Apply for your IDS.com Platinum Preferred card today.

*On balance transfers of \$300 or more.

Online Banking
 Quick, Easy, Hassle-Free!
 24 HR ACCOUNT ACCESS
 AT YOUR FINGERTIPS

Need to balance your checkbook? It's easy with Online Banking. Our Online Banking app lets you to check balances, transfer funds, view cleared checks, make credit card payments, print out history and more! To sign up for this FREE service visit our website at www.ids.com.

IDS.com News & Notes
 To better protect you from identity theft, fraud and financial piracy, your full IDS.com account number will no longer be printed on your paper statements beginning with your next statement of account. In order to reduce the number of statement pages printed, IDS.com will no longer be printing the reconciliation form on the back of page 1 of your statement. You can obtain a reconciliation form by contacting your local IDS.com office or from the "Online Forms" page on our web site. You can also conserve paper and help the environment by enrolling in e-statements with IDS.com. Enroll by logging in to online banking at www.ids.com, then click the "Statements" tab at the top of the page. Go Green!

Annual Credit Union Meeting | Tuesday, March 7, 2017



Account Number: XXX1234 Statement Period: 01/01/17 - 01/31/17

Page 2 of 2

ID 01 - SHARE DRAFT

Date	Amount	Balance	Transaction Description
01/01/2017		1,859.21	Balance Forward
01/05/2017	-28.21	1,831.00	Withdrawal Debit Card Signature Debit
01/10/2017	-48.33	1,582.67	06X8 0424780500001482014820 COLEBY COLLEGE BOOKSTORE WATERVILLE 90
01/12/2017	807.90	2,390.57	Withdrawal POS #T00412
01/31/2017		2,390.57	Wic-Mat Super Center 2013 WAL-SAMS MARYHE 90

Deposit by Check
 Ending Balance

ID 02 - 2015 TASCAS CAMBRIA 38 FT

Annual Percentage Rate: 0.000%

PAYMENT INFORMATION:
 Previous Balance: 24,434.39 Minimum Payment: 361.77
 New Balance: 24,216.17 Payment Due Date: 01/25/2017

Date	Transaction Description	Amount	Principal	Interest Charge	Late Fee	Balance Subject to Interest Rate**
01/05/2017	Payments Transfer from Share 01	-361.77	-216.22	133.55	0.00	24,216.17

**INTEREST CHARGE CALCULATION: The balance used to compute interest charges is the unpaid balance each day after payments and credits to that balance have been subtracted and any additions to the balance have been made.

FEE SUMMARY

TOTAL FEES FOR THIS PERIOD: 0.00

INTEREST CHARGED SUMMARY

Date	Loan ID	Description	Amount
01/28	02	2015 TASCAS CAMBRIA 38 FT	133.55
TOTAL INTEREST FOR THIS PERIOD			133.55

YEAR TO DATE TOTALS	Amount
Total Fees Year To Date	0.00
Total Interest Charged This Year	1,701.67
Total Fees Charged Last Year	0.00
Total Interest Charged Last Year	1,888.69

YEAR TO DATE SUMMARY

Total Year to Date Dividends Paid	690.24
Total Year to Date Interest Paid	1,701.67



Do Your Statements Generate a Profit?

Drive revenue with **intelligent & profitable** statement delivery

- Research Query: Does the medium affect brand sentiment and recall accuracy?
- Research Design: Participants saw either a digital or paper credit card statement with transpromotional messaging
- Results:
 - Paper had 8 – 10% lift in brand sentiment
 - Paper had increased recall by up to 10%

Sports Zone

Signature Card

Account Ending in 9801

Balance Summary	
Previous Balance	= \$0.00
Payments/Credits	- \$0.00
Purchases/Cash Advance	+ \$169.77
Interest/Fees	+ \$0.00
New Balance	\$169.77

Purchases This Year: \$169.77
 Revolving Credit Limit: \$0.00
 Available Credit: \$030.23
 Days in Billing Cycle: 29
 Statement Date: 04/09/2018

Your Current Level: CLASSIC
 You are \$1,950 away from achieving SILVER status!**

Your CLUB Points


(Points show in dollars)

Previous Points Balance	= \$509.31
Points Earned at Sports Zone	+ \$169.77
Points Earned at Other Stores	+ \$339.54
Points Earned Elsewhere	+ \$0.00
Other Points Added	+ \$0.00
Points Redeemed	- \$0.00
CLUB Points Available	\$509.31

Payment Information

New Balance	\$169.77
Minimum Payment Due*	\$33.95
Payment Due Date	04/27/2018

*Minimum Payment Due does not include any promotional balance or amount in dispute




proud sponsor of
The Campaign for
Fit Kids

Account Ending in: 9801
 Amount Due: \$169.77
Minimum Payment Due: \$33.95
Payment Due Date: 04/27/2018
 New Balance: \$169.77

AMOUNT ENCLOSED:

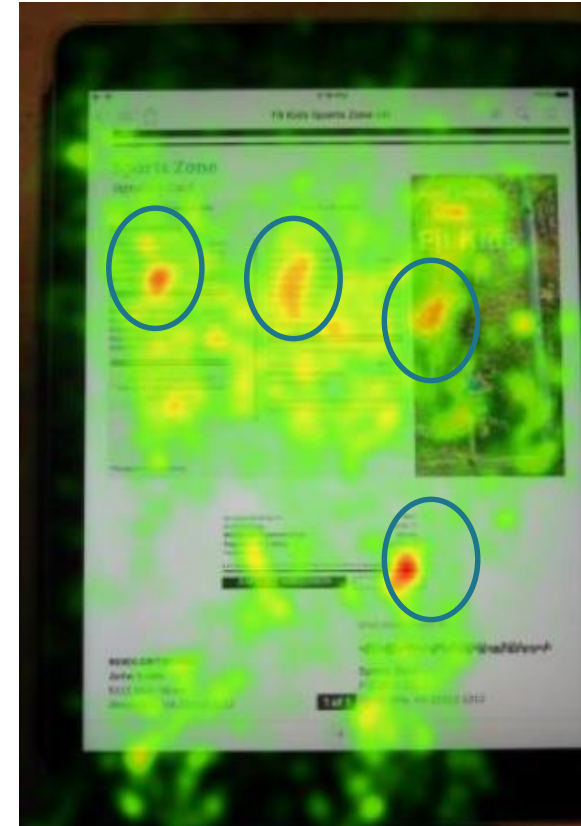
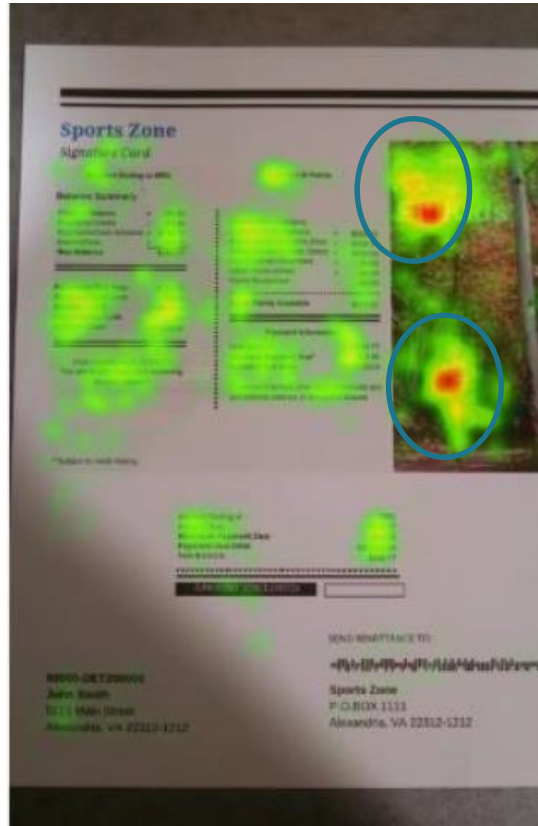
90000-DET200000
 John Smith
 5111 Main Street
 Alexandria, VA 22312-1212

SEND REMITTANCE TO:



Sports Zone
 P.O. BOX 1111
 Alexandria, VA 22312-1212

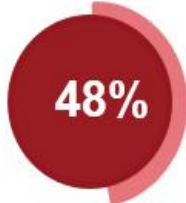
Heatmaps showed
transpromotional
messaging drew
more attention than
billing data on
paper statements



Statements that Boost the Bottom Line

Recent survey findings on bills/statements.¹ To elevate value, customers want to see:

- Money Saving Tips
- Ways to get more benefit from services
- Historical/Comparative Data



¹ Broadridge Survey, 2018
Image courtesy of Cabela's

- Registration Period:** May 15th through December 31st 2019
- Promotion Period:** July 1st through December 31st 2019
- Eligible Mail:** First Class Mail commercial letters that are part of an IMb Full-Service mailing
- Ineligible Mail:**
- Any mailpieces not sent in an IMb Full-Service mailing
 - All USPS Marketing Mail™
 - Periodicals
 - Bound Printed Matter
 - Media Mail
 - First-Class Mail and USPS Marketing Mail Parcels
 - First-Class Mail cards and flats



*Online
Registration*

Discount: Upfront 2% postage discount

Program Office Contact Information: FCMColorPromotion@usps.gov

The discount must be claimed at the time of mailing and cannot be rebated at a later date.

Only one promotion discount can be applied to any one mailing. Applying multiple promotion treatments to a mailpiece will not increase the discount amount.



Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- Must be part of a full service mailing

Mailpiece

- Must be a bill or statement
- ***Companies Who Have Participated Before Must Meet:***
 - Color Requirements
 - Personalization Requirements
- ***Companies Who Have Not Participated Before Must Meet:***
 - Color Requirements Only

Discount

- 2% Postage Discount
- CP is the 2 Digit CCR Incentive Code

Sign In

Username

Password

[Forgot password?](#)

Sign In

Not a registered USPS Business Customer yet?

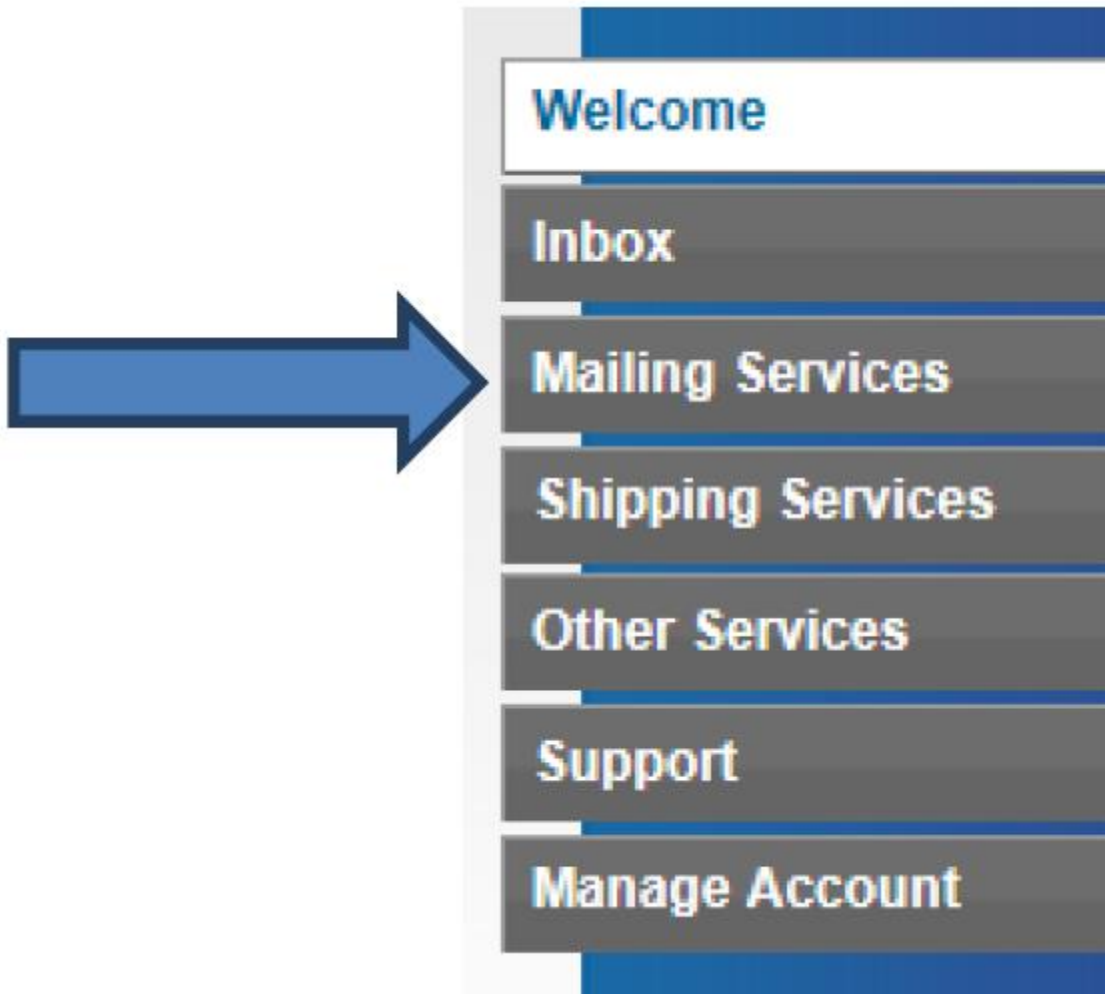
Register for free

Sign In

Username

Password

[Forgot password?](#)



+	Every Door Direct Mail more info >	GO TO SERVICE
+	Incentive Programs more info >	GO TO SERVICE
+	Intelligent Mail Small Business (IMs) Tool more info >	GO TO SERVICE



2015 Emerging and Advanced Technology Promotion

[Begin Enrollment](#)[Back to Incentives Home](#)

Program Summary

2015 Emerging and Advanced Technology Promotion

Overview

I. BACKGROUND

Program Assistance

Direct mail continues to face competition from many forms of alternative media. Businesses have a variety of electronic and digital options available and are relying heavily on email marketing and social media to communicate with their customers in marketing their products and services. These diversions are having an impact on mail volume. As mobile and other print technologies continue to evolve, mail has the potential to offer greater value by engaging customers in various platforms. To ensure that direct mail continues to be a relevant part of the marketing mix, we encourage customers to explore opportunities to incorporate technologies such as Near Field Communication (NFC), "Enhanced" Augmented Reality, and other developing technologies that use advancements in print, ink, and paper that enhance how consumers interact and engage with mail. This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

2015 Emerging and Advanced Technology Promotion

Enrollment Status: **IN PROGRESS**

[Back to Incentives Home](#)

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Additional Contact Information

Incomplete



Locations

Incomplete



Payment Accounts

Incomplete



Program Assistance

II. PROGRAM DESCRIPTION

The use of technology continues to be a growing force in the marketing landscape for today's savvy marketing professionals. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with advancements in technology. To participate in the promotion, the mailpiece must incorporate the use of standard NFC technology or an "enhanced" augmented reality experience allowing the recipient to engage in an interactive experience using the mailpiece and technologies, such as mobile devices, tablets, and other advancements in interactive technologies. There are three new categories that are included in this year's promotion. They are, but are not limited to:

„h Inks

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[Back to Incentives Home](#)

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Additional Contact Information

Incomplete



Locations

Incomplete

Payment Accounts

Incomplete

Program Assistance



Additional Contact Information
Complete



Locations
Incomplete

Payment Accounts
Incomplete

Program Assistance

Alternative Primary Contact Information (Required)

Country:*	<input type="text" value="UNITED STATES"/>
Name:*	<input type="text" value="test"/>
Address 1:*	<input type="text" value="test"/>
Address 2:	<input type="text"/>
City:*	<input type="text" value="test"/>
State:*	<input type="text" value="INDIANA"/>
ZIP/Postal Code:*	<input type="text" value="29182"/>
Phone Number:*	<input type="text" value="(123)456-7890"/>
Ext:	<input type="text"/>
Email:*	<input type="text" value="aol@aol.com"/>
Fax Number:	<input type="text"/>

Technical Contact Information (Optional)

Country:	<input type="text" value="UNITED STATES"/>
Name:	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text" value="--Please Select a State--"/>
ZIP/Postal Code:	<input type="text"/>
Phone Number:	<input type="text"/>
Ext:	<input type="text"/>
Email:	<input type="text"/>
Fax Number:	<input type="text"/>

Required fields are marked with *

Save

2015 Emerging and Advanced Technology Promotion

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[Back to Incentives Home](#)

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Payment Accounts

Incomplete

Program Assistance

Per Page: 20

Filter by for

Available Company Locations:

Showing 1 - 1 of 1

Company	CRID	MSP Designation	Address	Enrollment Method	Enrollment Date	Change MSP Designation
UNITED STATES	5030556	YES	605 5TH AVE S SEATTLE			<input type="button" value="Edit"/>

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

Unavailable Company Locations:

Showing 1 - 5 of 5

Company	CRID	MSP Designation	Address	Enrollment Method	Enrollment Date	Change MSP Designation
Post-Enrollment Loc	4821337	YES	245 Pera st Lacer PA			<input type="button" value="Edit"/>
The Company of Mail	5155336	NO	88 Eighty-Eight St Loretto MN			<input type="button" value="Edit"/>

Eligible Permits:

Showing 1 - 20 of 133

[Next>](#)

CRID	Permit Account Number	Permit Type	Permit Number	Finance Number	Permit ZIP	PO Address
3456899	123	OI	48	382093	20224-0002	
3456899	123	OI	48	161872	20224-0002	
3456899	123	OI	48	265870	20224-0002	
3456899	123	OI	48	284218	20224-0002	
3456899	123	OI	48	162388	20224-0002	
3456899	123	OI	48	482270	20224-0002	
3456899	123	OI	48	054482	20224-0002	
3456899	123	OI	48	10780	20224-0002	
3456899	123	OI	48	475664	20224-0002	
3456899	123	OI	48	233348	20224-0002	
3456899	123	OI	48	164410	20224-0002	
3456899	123	OI	48	072358	20224-0002	
3456899	123	OI	48	513978	20224-0002	
3456899	123	OI	48	357495	20224-0002	
3456899	123	OI	48	231420	20224-0002	
3456899	123	OI	48	517650	20224-0002	
3456899	123	OI	48	058100	20224-0002	
3456899	123	OI	48	038880	20224-0002	
3456899	123	OI	48	381666	20224-0002	
3456899	123	OI	48	497785	20224-0002	

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

Showing 1 - 1 of 1

CRID	Permit Account Number	Permit Type	Permit Number	Finance Number	Permit ZIP	PO Address
3456899	123	OB	12686526	562490	20224-0002	

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

 I Disagree



Holiday Mobile Shopping Promotion

Enrollment Status: **ENROLLED**

[Unenroll](#)

[Back to Incentives Home](#)

Program Summary

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.

Additional Contact Information Complete

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.

I Agree

I Disagree

Certification Complete



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

Activity Report

Program Assistance

Activity Report

Activity is updated on a daily basis. Each mailing date reflects a daily total mailing activity.

Mailing Start Date:

Mailing End Date:

Filter:

Mailing Date	Company	Postage Statement Id	Mail Class	Permit Number	Permit Type	Finance Number	Total Pieces	Discount Amount	Total Postage
03/27/2015	PRODing CATS	77412768	SM	655	PI	105000	1,584	(\$6.80)	\$0.00
03/30/2015	PRODing CATS	77446641	SM	652	PI	105000	500	(\$2.15)	\$26.07
04/02/2015	PRODing CATS	77449462	SM	655	PI	105000	777	(\$3.32)	\$0.00

Showing 1 to 3 of 3 entries

➤ **Pre-Approval Process:**

- **Step 1:** You need to send the Program Office a color copy of your mailpiece illustrating the design and layout.
- **Step 2 (Optional):** If Pre-Approval Letter is requested, submit the list of all BMEUs that will be used for mail entry throughout the promotion to the Program Office.

➤ **Mail Acceptance – at BMEU**

- Participant must provide a color, hard copy of mailpiece that includes the design and layout or a Pre-Approval Letter to the acceptance clerk.





2016 Personalized Color Transpromo Promotion Best Practices

 **Any Credit Card
Company**

This Month's Statement
New Balance.....\$4,629.84
Current Payment Due.....\$25.00
Payment Due Date.....4/01/16

Hi, **Jane Doe!**

Based on your transactions, you went to FRUGAL CINEMAS once and you subscribed to Netflix. Here are some new films this month and a coupon for a free large popcorn at FRUGAL CINEMAS Gallery Place 14.



**FREE LARGE
POPCORN
Exp. 4/01**
Only Available at
FRUGAL CINEMAS
Gallery Place 14

What Our Customers Say

"Our experience... with USPS Color Promotions has changed our behavior when creating marketing messages to include on our customer communications. It encouraged us to review stagnant creative... (and) develop contemporary marketing offers that align and compliment our national advertising spots."

Representative of Fortune 500 Insurance Company

1 Bright colors to draw the reader in.

2 Personalized details that are unique to the reader.

3 Call-to-action



Unacceptable Color Statement

Company Name
PO BOX 123456
Anytown, US 00000-0000
1-800-000-0000

Company Name

1

John Doe
123 Main Street
Anytown, US 12345

Your password for online bill pay is:
3456789

SERVICE ADDRESS		ACCOUNT NUMBER			BILL DATE	DUE DATE
123 Main Street		010101			10/25/2013	11/19/2013
DESCRIPTION	PREVIOUS	CURRENT	MULT	USAGE	U/M	AMOUNT
	9/1/2013	9/30/2013				
Previous Balance						\$64.17
Convenience Fee						\$1.00
Payment 09/20/13						(\$65.17)
Water/Sewer				1383.68	Gal	\$17.45
Electric				388.68	KWH	\$31.53
Gas				4.79	CCF	\$4.24
Trash				0.00	Fixed	\$4.50
Admin Fee				0.00	Fixed	\$8.48
TOTAL DUE						\$66.18

2

1. Statement does not contain a dynamically printed promotional or consumer information message.
2. Color is only used in transactional fields.



Unacceptable Color Statement (at the end of the bill or statement)

1

Don't miss the
Black Friday Sale
at
Company Name.

All Company Name
locations open at **12
midnight** on Friday,
November 29.

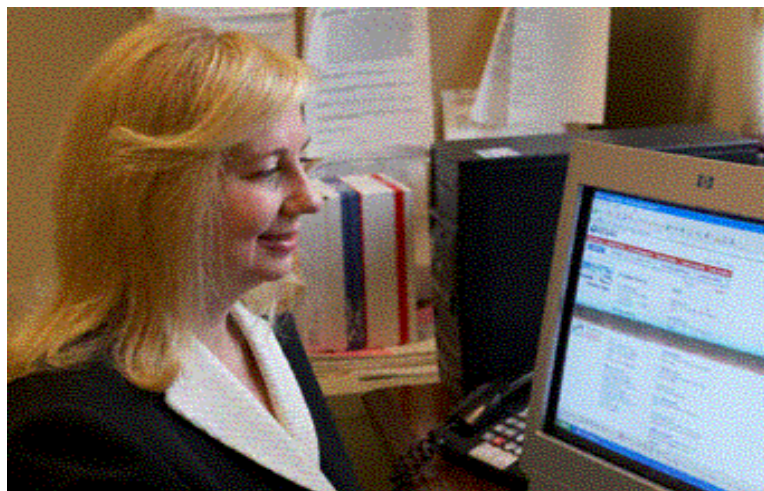
2

1. Promotional message is an addendum or separate page added to the statement.
2. Statement is not dynamically printed.

The Personalized Color Transpromo Promotion Program Office email is:
FCMColorPromotion@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 and FAQs are posted on PostalPro
<https://postalpro.usps.com/promotions>



Questions ?

Answers !