

United States Postal Service®

# INDUSTRYALERT

July 26, 2019

## USPS 2019 Mobile Shopping Promotion Webinar Wednesday, July 31, 2019 - 2 PM EST

The USPS Mailing Services team will hold a webinar on July 31, 2019 at 2 PM EST to discuss the Mobile Shopping Promotion. The intent of the promotion is to demonstrate how direct mail combined with mobile technology can be a convenient method for consumers to do their shopping. This promotion provides an upfront postage discount to qualifying mailers who use Mobile Print Technology on their mailpieces that drive mobile purchases. This webinar will provide mailers with a description of basic program requirements.

Click below to register for the webinar or go to

<https://uspsmeetings.webex.com/uspsmeetings/j.php?MTID=mb86ca84dae305a381de4a6e0faa94ab4>

Call-in toll-free number: 1-855-8607461

Conference Code: 789 394 5834

More information and a full description of the Mobile Shopping Promotion can be found on our PostalPro website: <https://postalpro.usps.com/promotions>

If you have any questions, please contact the Program Office: [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

###

*Please visit us on the USPS [Industry Outreach](#) website.  
Thank you for your support of the United States Postal Service.  
Industry Engagement & Outreach/USPS Marketing  
To subscribe or unsubscribe to Industry Alerts, please hit reply and send us your request.*

**Privacy Notice:** For information regarding our privacy policies, visit [www.usps.com/privacypolicy](http://www.usps.com/privacypolicy)