

2019 Mobile Shopping Promotion

July 31, 2019



- **Mobile Market Requirements**
- **Requirements**

- Mailing Promotions & Incentive Programs
- Research trends and innovations:
 - Keep mail relevant
 - Link physical mail with digital and engaging customer experiences
 - Grow the value of mail

- **2016:** Mobile ad spend exceeded \$100B; 2.1B users.
 - Black Friday: first \$1B mobile shopping day in history¹
- **2017:** smartphones = #literate adults², and 77% will make purchases via mobile
 - Black Friday: first \$2B mobile shopping day! ¹
- **2018:** Black Friday & Cyber Monday \$2B+ Mobile³
 - Cyber Monday \$7.9B, with > half visits from Mobile devices³
- **2020:** 2.8B users; Internet of Things (IoT) - 75B connected devices



¹IBM Commerce: U.S. Retail Black Friday 2016,17

²Recode

³Adobe Analytics 2018

Encourage mailers to integrate mobile technology with direct mail to create a convenient method for consumers to do their shopping.

- **Registration Period:** June 15 – December 31, 2019
- **Promotion Period:** August 1 – December 31, 2019
- **Discount:** Upfront 2% per eligible mailpiece
- **Eligible Mail:**
 - Marketing Mail letters and flats
 - Nonprofit Marketing Mail letters and flats

Registration

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

Mailpiece Preapproval

- Submit
- 4 business day for review and approval

Document Submission

- Mailing documents must be submitted

Mailpiece Submission

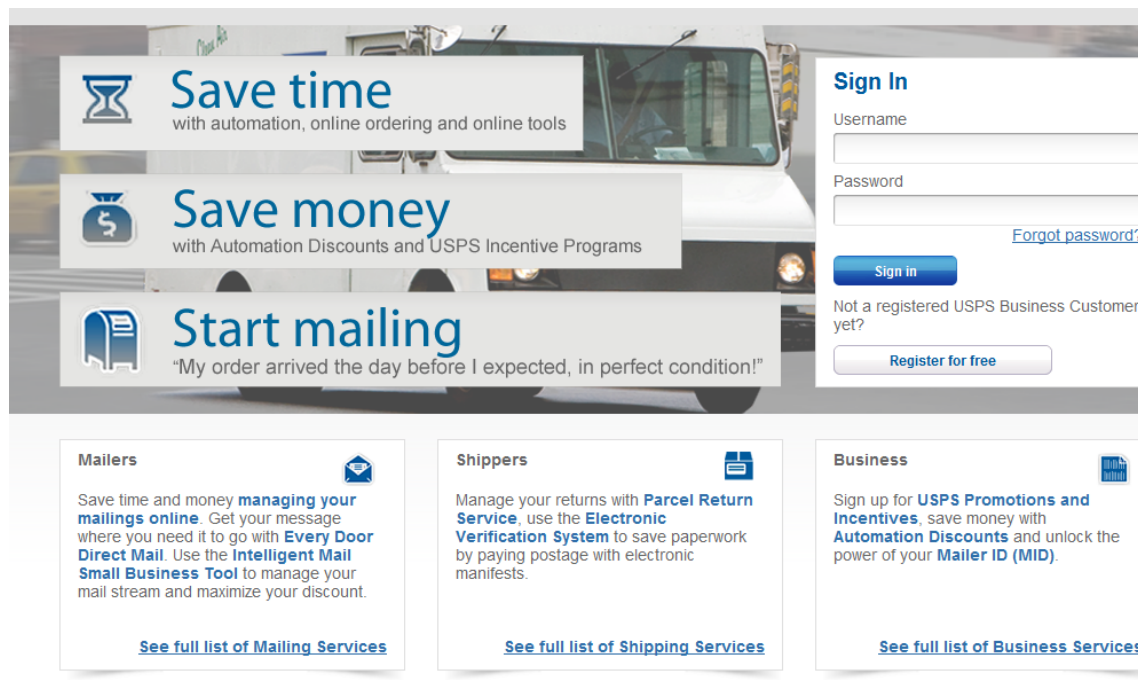
- Must be finalized within promotion period
- Must include hard copy mailpiece along with documentation at BMEU/DMU

Discount

- Promotion discount is calculated in PostalOne!®
- **Must be claimed at the time of mailing**

Mail owner and MSP must participate in a post promotion survey

- 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
 - Agree to complete a survey on the Business Customer Gateway at end (mailers only)



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

- Save time** with automation, online ordering and online tools (icon: hourglass)
- Save money** with Automation Discounts and USPS Incentive Programs (icon: money bag)
- Start mailing** "My order arrived the day before I expected, in perfect condition!" (icon: envelope)
- Sign In** section with fields for Username and Password, a "Sign in" button, and a link for "Forgot password?". Below this is a link for "Register for free" for users who are not registered.
- Mailers** section: "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." Includes a link to "See full list of Mailing Services".
- Shippers** section: "Manage your returns with **Parcel Return Service**, use the **Electronic Verification System** to save paperwork by paying postage with electronic manifests." Includes a link to "See full list of Shipping Services".
- Business** section: "Sign up for **USPS Promotions and Incentives**, save money with **Automation Discounts** and unlock the power of your **Mailer ID (MID)**." Includes a link to "See full list of Business Services".

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.

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.**

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

- Qualifying mobile print technologies 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)
- Size of Mobile Print Technology:
 - must be a minimum of $\frac{3}{4}$ inch by $\frac{3}{4}$ inch.

Mobile Print Technology Placement:

- must be with the marketing message
- can be on the inside or outside of the mailpiece
- **cannot** be placed on a:
 - Detached Address Label (DAL),
 - Unattached or blow-in card enclosed within the mailpiece, or
 - Reply envelope/card

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.



Scan here
to shop



Scan with your
cellphone to review
our special offer



Scan to visit
our website



Acceptable digital
watermark technology

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

Excluded from promotion:

- **Website Pop-ups are excluded:** Pop ups/pop overs are used for special offers/discounts, they must be displayed during the shopping experience *or* at check-out.
- **Automatic opt-ins excluded:** throughout the website experience, options for online communications shall not be pre-checked, nor shall customers be automatically opted in for such experiences.
- **Automatic opt-outs excluded:** throughout the web site experience, customers will not be required to opt-out of online communications. Update to program requirements will be coming out.

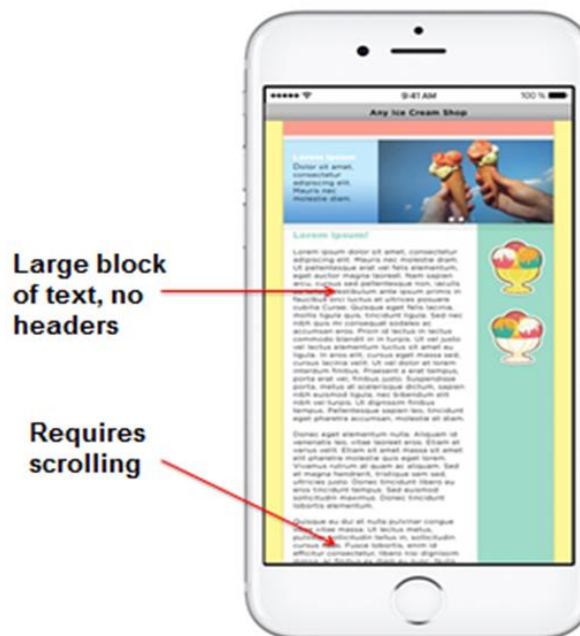
Mobile optimized

- 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).



There must be a guest check out option available if the consumer does not have an account.

Payment options:

- Electronic payment method (credit, debit or prepaid card) via mobile internet browser
- Through a person-to-person payment method (ex. PayPal) via mobile internet browser



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*).

- Product may have an intangible service component, but sale of a service alone does not qualify. Example: a gutter cleaning doesn't qualify.
- 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 **DOES NOT** qualify for the promotion

Ineligible Uses*

Below are a few 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**

Make sure your review/preapproval will be successful!

Checklist below:

- ☐ Directional copy
- ☐ Scannable Mobile Print Technology
- ☐ 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 payment) App-enabled QR code payment
- ☐ Able to complete purchase
- ☐ Item can be mailed/shipped

- Program Office contact:

Email: mailingpromotions@usps.gov

Mail: US Postal Service
2019 Mobile Shopping *Promotion*
Post Office Box 23282
Washington, DC 20026-3282

- Program Requirements & Documents

https://postalpro.usps.com/promotions/2019/mobile_shopping

- 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.

Open for Questions