

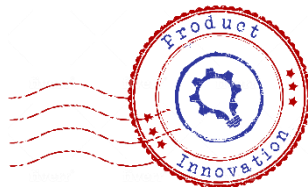


# March MTAC Session

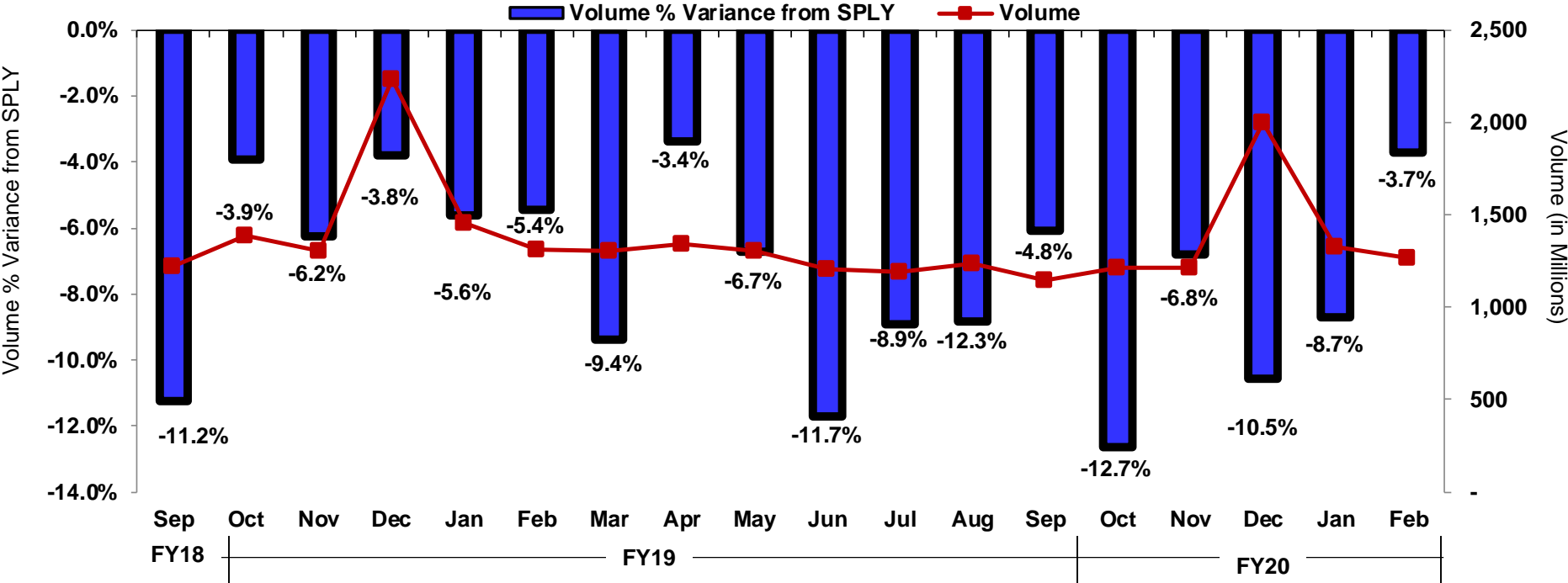
Product Innovation

March 25, 2020

# First-Class Mail Volume

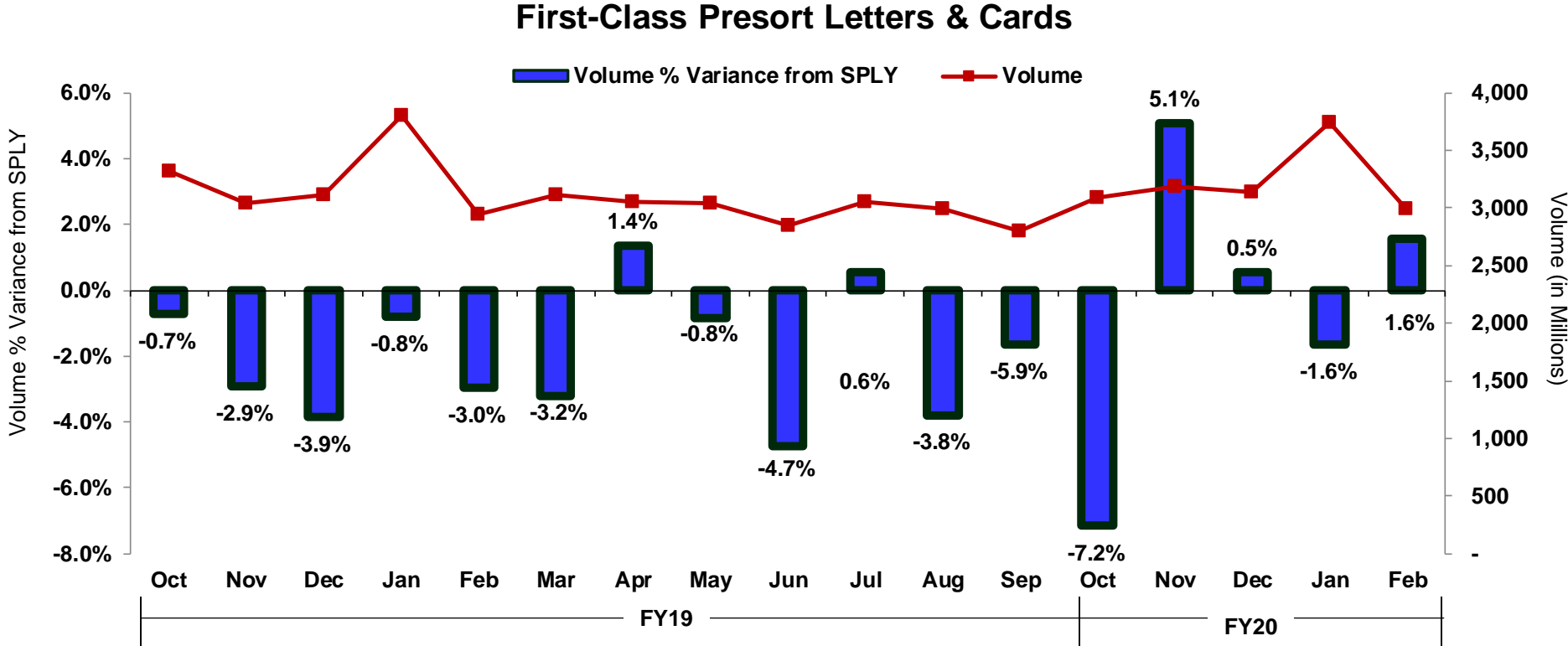
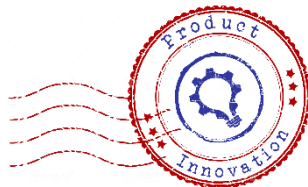


## First-Class Mail Single-Piece Letters & Cards



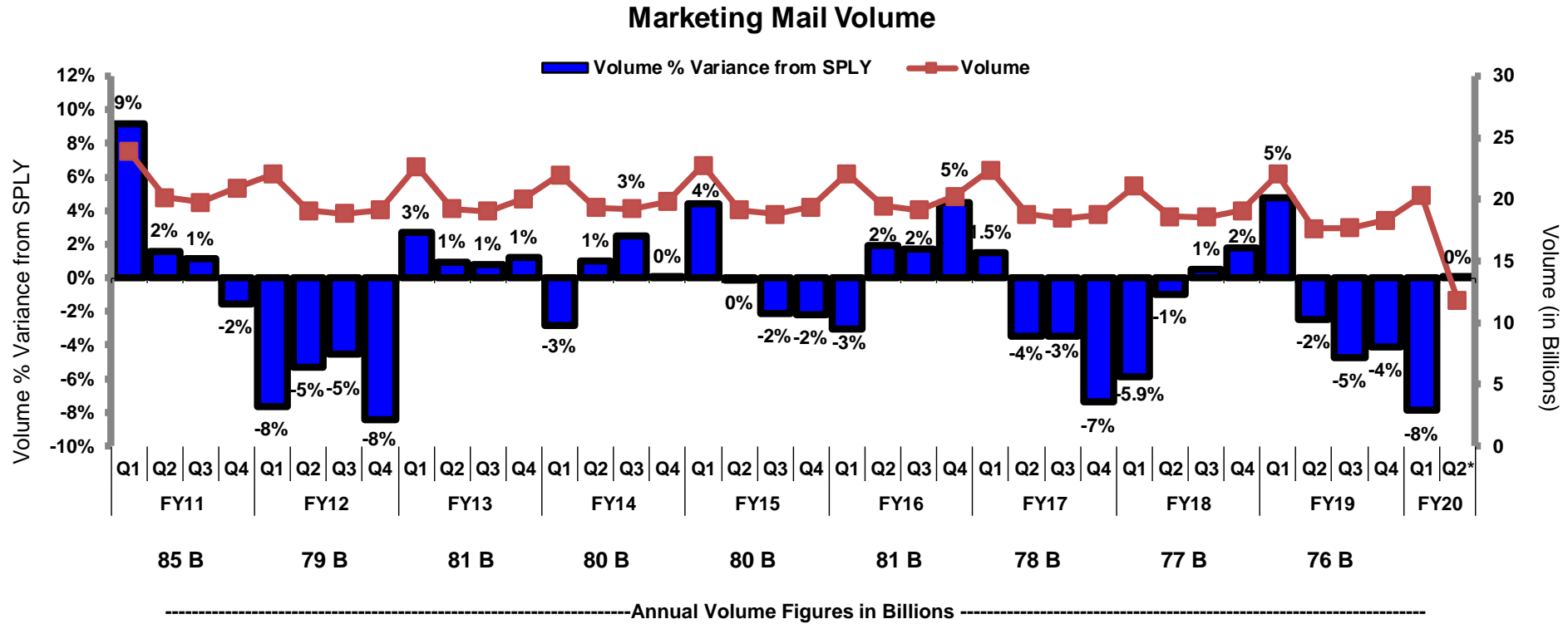
Notes:  
1/ Sources include RPW Monthly Reports

# First-Class Mail Volume



Notes:  
1/ Sources include RPW Monthly Reports

# Marketing Mail Volume

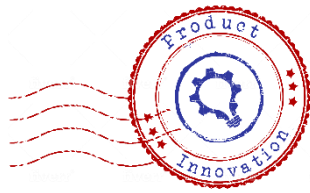


**Notes:**

1/ Sources include RPW Quarterly Reports; Excludes Parcels and International Mail volumes

2/ FY20 Q2\* SPLY percentage change is a partial Q2 figure (Jan '20 and Feb '20 volume vs. Jan '19 and Feb '19 volume)

# Volume Changes



## Marketing Mail: Annual FY Volume

	FY10	FY15	FY16	FY17	FY18	FY19	FY20 YTD
	80,098,273	81,159,933	78,369,843	77,303,357	75,686,407	37,996,901	
Annual Volume (% Growth Over SPLY)		-0.3%	1.3%	-3.4%	-1.4%	-2.1%	

## Marketing Mail: % Change SPLY

	FY17Q1	FY17Q2	FY17Q3	FY17Q4	FY18Q1	FY18Q2	FY18Q3	FY18Q4	FY19Q1	FY19Q2	FY19Q3	FY19Q4	FY20Q1	FY20Q2*
High Density and Saturation Letters	8.6	4.6	(0.7)	(6.5)	2.3	(0.6)	2.7	5.7	0.7	(0.1)	0.2	(0.6)	(6.2)	5.7
High Density and Saturation Flats and Parcels*	5.7	1.9	0.9	(2.8)	(4.4)	5.2	7.2	5.8	12.9	5.0	(5.8)	(3.2)	(9.4)	3.4
Carrier Route	2.3	8.0	12.9	8.5	4.5	(3.6)	(4.3)	(3.8)	7.4	(2.6)	(18.5)	(17.8)	(22.5)	7.3
Flats	(0.8)	(25.8)	(31.8)	(33.6)	(38.1)	(12.1)	(0.6)	(1.6)	2.4	(2.4)	(11.7)	(9.8)	(11.8)	0.7
Letters	(0.4)	(4.5)	(3.5)	(7.4)	(4.6)	(0.5)	(0.1)	2.0	3.9	0.0	(2.7)	(2.3)	(4.7)	2.5
Total Marketing Mail (Excludes Parcels & Intl)	1.5	(3.5)	(3.5)	(7.4)	(5.9)	(1.0)	0.5	1.8	4.8	(2.4)	(4.7)	(4.1)	(7.9)	3.2

### Notes:

\*Includes EDDM Retail

2/ FY20 Q2\* SPLY percentage change is a partial Q2 figure (Jan '20 and Feb '20 volume vs. Jan '19 and Feb '19 volume)

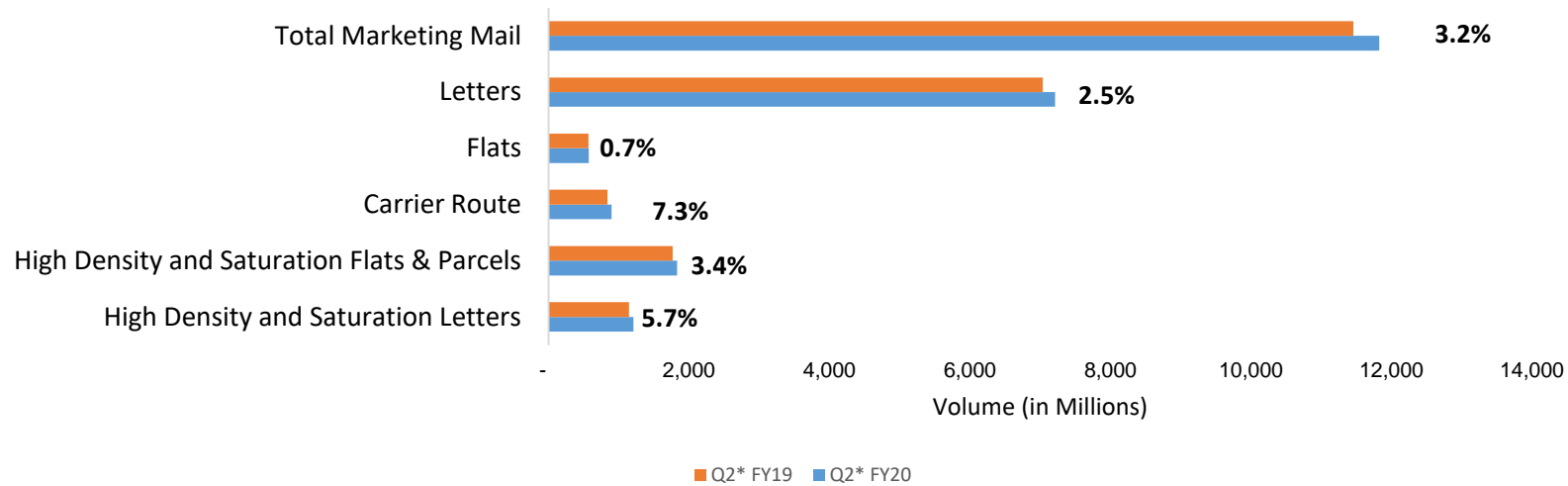
### Source:

\*RPW Quarterly Files

# Volume Changes



## Marketing Mail Volume FY20Q2\* & FY19Q2\*



## Marketing Mail: % Change SPLY

	FY17Q1	FY17Q2	FY17Q3	FY17Q4	FY18Q1	FY18Q2	FY18Q3	FY18Q4	FY19Q1	FY19Q2	FY19Q3	FY19Q4	FY20Q1	FY20Q2*
High Density and Saturation Letters	8.6	4.6	(0.7)	(6.5)	2.3	(0.6)	2.7	5.7	0.7	(0.1)	0.2	(0.6)	(6.2)	5.7
High Density and Saturation Flats and Parcels*	5.7	1.9	0.9	(2.8)	(4.4)	5.2	7.2	5.8	12.9	5.0	(5.8)	(3.2)	(9.4)	3.4
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Letters	(0.4)	(4.5)	(3.5)	(7.4)	(4.6)	(0.5)	(0.1)	2.0	3.9	0.0	(2.7)	(2.3)	(4.7)	2.5
Total Marketing Mail (Excludes Parcels & Intl)	1.5	(3.5)	(3.5)	(7.4)	(5.9)	(1.0)	0.5	1.8	4.8	(2.4)	(4.7)	(4.1)	(7.9)	3.2

**Notes:**

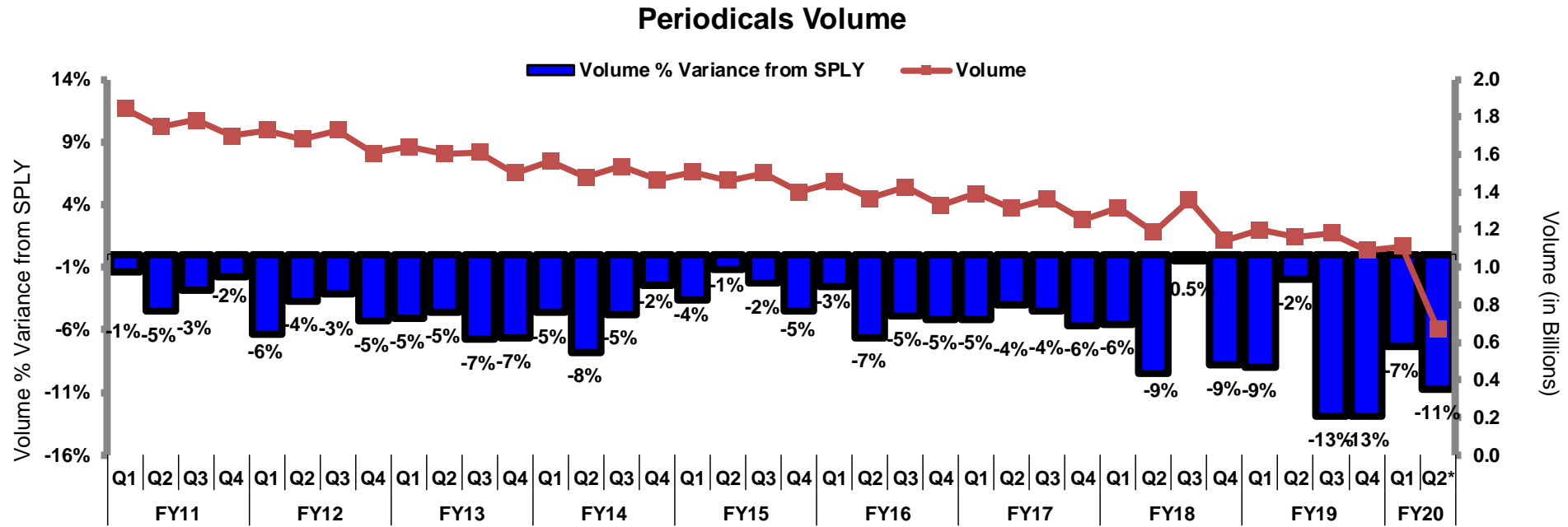
\*Includes EDDM Retail

2/ FY20 Q2\* SPLY percentage change is a partial Q2 figure (Jan '20 and Feb '20 volume vs. Jan '19 and Feb '19 volume)

**Source:**

\*RPW Quarterly Files

# Periodicals Volume



**Notes:**

1/ Sources include RPW Quarterly Reports

2/ FY20 Q2\* SPLY percentage change is a partial Q2 figure (Jan '20 and Feb '20 volume vs. Jan '19 and Feb '19 volume)



## DAL – DML Specifications

	Detached Address Label (DAL)	Detached Marketing Label (DML)
<b>Price</b>	\$0.045	\$0.05
<b>Height</b>	Between 3.5 and 5 inches	3.5 x 5
<b>Length</b>	Between 5 x 9 inches	5 x 9
	Aspect Ratio (length divided by height) from 1.3 to 2.5, inclusive; and rectangular	
<b>Thickness</b>	*0.007 - .016	*0.007 - .016
	*0.009 thick if more than 4.25 high or 6 long, or both.	
<b>Advertising</b>	No commercial advertising allowed. Messaging allowed for the Center for Exploited and Missing Children only	Commercial advertising allowed to add promotional value to the mailpiece
<b>Message Placement / Address Block</b>	All messaging must be to the left of the delivery address and placed to maintain required clear spaces around the address and postage payment indicia	
<b>Required Info</b>	Detached addressing statement required	





## Election Mail

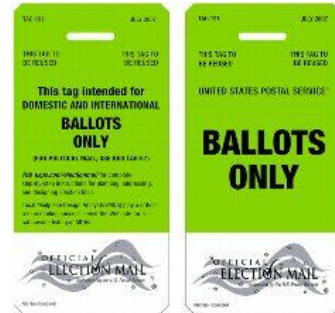
**Election Mail** is any mailing created by an authorized voting registration official mailed to a U.S. citizen for the purpose of voting. Election Mail materials include:

- Mail-In Ballots
- Absentee Ballots
- Ballot Materials
- Voter Registration Cards
- Absentee Applications
- Polling Place Notifications

### Mail Service Available:

- First-Class Mail®
- Marketing Mail

**Tag 191, Domestic and International Ballots**, is a green container tag used by election officials to identify trays and sacks of ballot mail destined for either domestic or international addresses.



For more information related to Election Mail, visit [www.usps.com/electionmail](http://www.usps.com/electionmail).

## Political Mail

**Political Mail** is any mailing created by a candidate or other Political Messaging Organizations such as:

- Political Action Committees (PACs)
- Super-PACs
- Other organizations engaging in issue advocacy or voter mobilization

It may be sent for any public election — partisan or nonpartisan — for which there is a ballot.

### Mail Service Available:

- First-Class Mail®
- Marketing Mail
- Every Door Direct Mail®

**Tag 57, Political Campaign Mailing**, is a red container tag used to identify Political Mail while it's in the mailstream.



For more information related to Political Mail, visit [deliverthewin.com](http://deliverthewin.com).

# 2020 Promotions Updates

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- All promotions are currently proceeding as scheduled
- Tactile Sensory & Emerging Tech Promotions
  - Continue to follow current program requirements, reviews continue
- Earned Value Promotion: Enrollment ends March 31<sup>st</sup>
  - Currently evaluating *possible* threshold change amid Covid-19 crisis
- Informed Delivery Promotion: Requirements posted on PostalPro

# 2020 Promotion Participation (3/23/20)

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## Tactile Sensory and Interactive Promotion

February 1, 2020 – July 31, 2020

- Participants - 69
  - Volume – 305 M
  - Revenue – \$70 M
- 

## Emerging and Advanced Technology Promotion

March 1, 2020 – August 31, 2020

- Participants - 174
  - Volume – 451 M
  - Revenue – \$98 M
- 

## Earned Value Promotion

April 1, 2020 – June 30, 2020

- Participants - 264

# Covid-19 Exploratory – Remittance Mail

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- We have completed small tests on a remittance mail solution in cases of remittance processor plant closures and move to alternate location
- Business PO Box to Business PO Box addresses only; Letters only
- Exploring options for use in case of closures/covid-19
- Manual processes for onboarding and management planned, but automated processes in review – means limited scale
- Willing to take risk together, as capable, in cases of emergency shut downs