

A photograph of two business women sitting at a desk in an office, looking at a laptop. The woman on the left is wearing a green and white striped shirt, and the woman on the right is wearing a light blue shirt and glasses. They are both smiling and appear to be in a collaborative work environment. In the background, another person is visible working at a desk. The image has a blue overlay and a diagonal blue line on the left side.

2020 ID Promotion





2020 ID Promotion

The Informed Delivery[®]

Informed Delivery is a consumer-facing feature that provides users the opportunity to digitally preview their household mail and manage packages arriving soon; for business mailers, it allows them to conduct an “interactive campaign” which integrates colorful and interactive campaign elements which could enhance and extend the mail moment for consumers, thus reaching their target audiences on a digital channel.

The purpose of the ID Promotion is to encourage business mailers to incorporate Informed Delivery into their Direct Mail campaigns and create a positive user experience throughout the campaign. Informed Delivery provides the recipient the opportunity to digitally preview their household mail and manage packages arriving soon.



2020 ID Promotion Overview

Discount Amount: 2% of eligible postage. The discount is calculated in *PostalOne!*® and applied to the Postage Statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. The discount is applied to the normal postage prices listed in the published Price List

Promotion Registration Period: July 15, 2020 – November 30, 2020

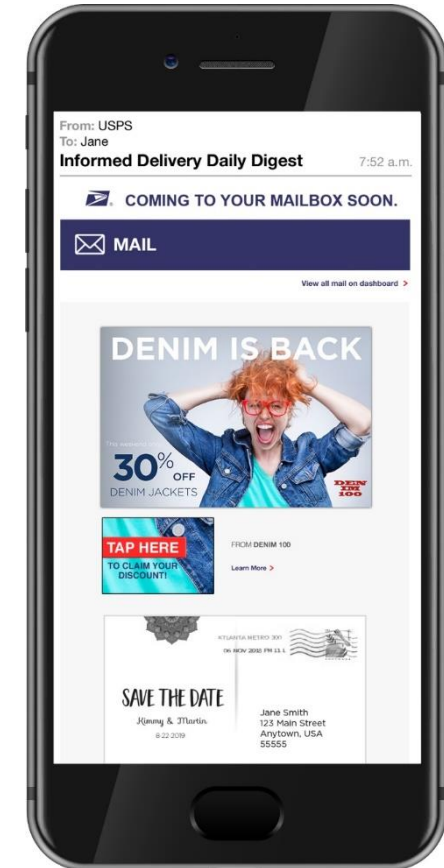
Promotion Period: September 1, 2020 – November 30, 2020

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
- CR-RT 5-Digit Pallets flats¹
- Every Door Direct Mail (EDDM) letters, postcards and flats
- Detached Address Label/Detached Marketing Label flats
- Business-to-Business or Business-to-Institution/Campus mailings
- Package campaigns are ineligible





ID Promotion | Ride Along, CTA and URL

Ride-along Image requires a strong Call-to-action (CTA)

- Messaging cannot encourage online bill payment/elimination of mail (ex., “Tap here to go paperless” or “Click here to pay your bill online”).
- CTA has minimum size requirements and color contrast requirements
- Destination URL must be HTTPS
- Destination URL landing page cannot require email to access site
- Destination URL cannot encourage the elimination of mail (ex., stop paper statements for a \$5 credit).

Mailpiece



Ride-along Image



ID Promotion | Acceptable CTA



Creating a Strong Call-to-Action (CTA)

For the purposes of the Promotion, below is a list of example acceptable and unacceptable CTAs designed to drive click-throughs. Please note that CTA's cannot encourage elimination of mail or online activity by mail.

Examples of Acceptable CTA:

Manage account

View account

Click here to donate

Get 25% off

Get your instant quote

Claim your free gift

Secure your home

Earn 1.5% cash back

Sign up for summer programs

Apply now

Open an account now

Download the app here

See offers

Click here for additional deals



ID Promotion | Representative Image

Mailpiece



Representative Image



Ride-along Image



- Representative image modifies address block with information supporting the call to action
- Cohesive look, feel and message across all images and the physical mailpiece
- Representative image must be in color
- Is an option for organizations mailing letters however **it is a requirement for organizations mailing flats.** If using a Representative image, a PDF of the front and a PDF of the back of the physical envelope/mailpiece must also be submitted.

ID Promotion | Check List



Complete each step below to participate in the 2020 ID Promotion discount:

- Complete the 2020 ID Promotion registration on the BCG.
- Submit the following campaign elements to the Promotion Office email and reference the campaign brand display name(s) in the email subject line:
 1. Campaign Ride-along Image with a clear Call-to-Action
 2. The Ride Along Image must include the active URL and be HTTPS
 3. Representative image (required for flat sized mail; optional for letter mail); If used - Image of the outer panels of the physical mailpiece (address and non-address side) clearly identified
- Receive authorization to claim the promotion discount via email from the promotion office prior to mailing
- Verify that the Mail date is within the Informed Delivery Interactive Campaign Start/End date and the campaign is in a Submitted status at the time of the mailing/ "Ready to Pay" submission
- Create the Postage Statement which includes the following information for the Informed Delivery mailpieces:
 1. a. Informed Delivery Promotion Component Characteristics Record (CCR) file "PI" (Mail.dat/Mail.XML)
 2. b. MIDs and IMb Serial Number Ranges
- Provide hard copy mailpiece(s) to BMEU personnel at the time of the mailing

Customer Experience | Supporting Resources



In preparation for the 2020 Informed Delivery® Promotion, the following guidance is available to mailers to support their interactive campaign efforts.

Promotion Office



- Email for promotion campaign elements to the ID *Promotion* Office
Promotion-InformedDelivery@usps.gov



- Requirements Document to participate in promotion:
https://postalpro.usps.com/promotions/2020_Informed_Delivery_promotion

Supporting Resources



- Connect with the USPS Informed Delivery PostalOne! eDoc Support Team to schedule an onboarding session:
USPSInformedDeliveryeDoc@usps.gov

- Campaigns helpdesk team:
USPSInformedDeliveryCampaigns@usps.gov



- Submit test jobs in CAT before submitting jobs in Production with the support with the USPS eDoc team
- Review all requirements for images on the Informed Delivery Business Mailer's website



ID Promotion Webinar posted on PostalPro

ID Promotion | Additional Information



In preparation for the 2020 Informed Delivery® Promotion, the following guidance is available to mailers to support their interactive campaign efforts.

Additional Information

If you need additional assistance with registering for the Promotion, **please contact the *PostalOne!* Helpdesk at (800) 522-9085 or email at postalone@usps.gov.**

Only one Promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.

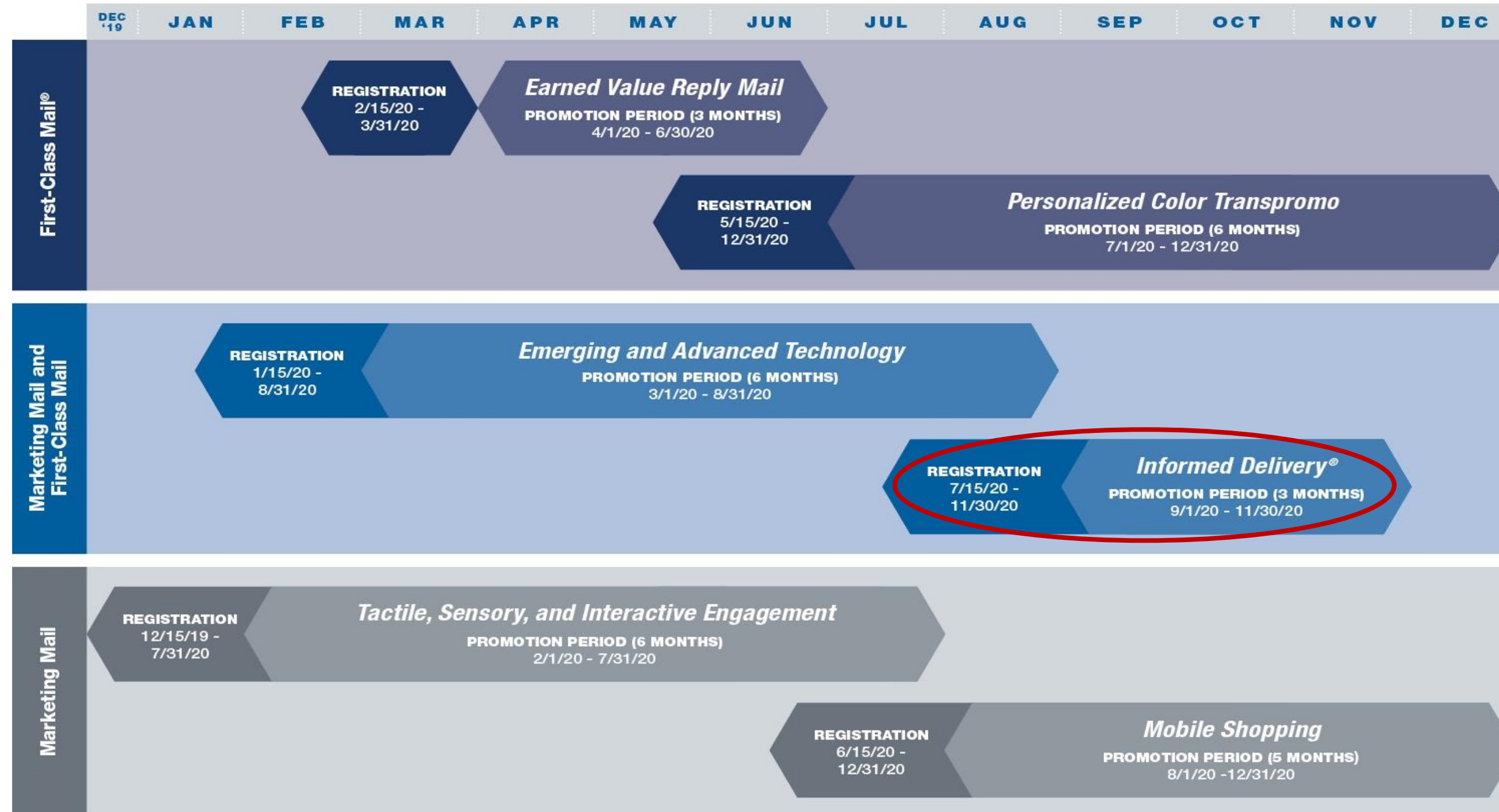
As part of the terms of participation, all MSPs and mailers must complete the survey(s) about their participation in the Promotion



ID Promotion Webinar posted on PostalPro

2020 Mailing Promotions Calendar

For full promotion requirements, go to postalpro.usps.com/promotions



A blue-tinted photograph of a USPS delivery van parked on a residential street. The rear door is open, and a mail carrier is visible inside, handling boxes. The text "Thank You!" is overlaid in the center of the image.

Thank You!