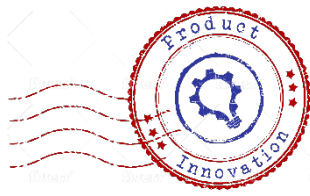


2020 Mobile Shopping Promotion

Mailing Services

July 31, 2020

Mobile Shopping Growing



Oberlo

Mobile Shopping is Growing



Sales made via mobile devices increased by 15% since 2016.

73%

of ecommerce sales will be made on mobile devices by the end of 2021.

(Statista, 2019)

Oberlo

Online Sales Growth is Unstoppable



The sales are projected to increase from **1.3 trillion in 2014** to

4.5 trillion

in 2021.

(Statista, 2019)

Oberlo

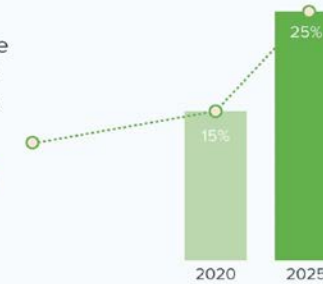
The Future of Ecommerce After COVID-19

Ecommerce penetration rates are forecast to increase from 15% in 2020 to

25%

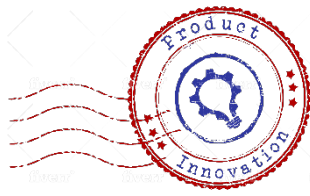
in 2025.

(MarketWatch, 2020)



Sources: Statista 2019 and Market Watch 2020

Time Spent on Media



Average Time Spent with Media in the US, 2018-2022

hrs:mins per day among population

	2018	2019	2020	2021	2022
Digital	6:20	6:43	7:31	7:32	7:38
—Mobile (nonvoice)	3:36	3:54	4:18	4:22	4:26
—Audio	1:08	1:15	1:15	1:20	1:22
—Social networks	0:45	0:47	0:53	0:53	0:53
—Video*	0:38	0:42	0:47	0:49	0:51
—Other	1:06	1:09	1:23	1:20	1:19
—Desktop/laptop**	1:57	1:54	2:00	1:54	1:52
—Video*	0:23	0:23	0:24	0:24	0:23
—Audio	0:07	0:07	0:07	0:07	0:07
—Social networks	0:08	0:06	0:06	0:06	0:05
—Other	1:19	1:18	1:23	1:18	1:17
—Other connected	0:47	0:56	1:13	1:16	1:20

Source: eMarketer April 2020

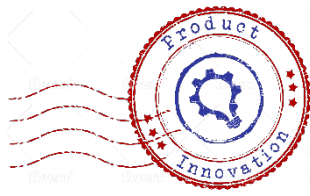
2020 Mobile Shopping Promotion



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, 2020
- **Promotion Period:** August 1 – December 31, 2020
- **Discount:** Upfront 2% per eligible mailpiece
- **Eligible Mail:**
 - Marketing Mail letters and flats
 - Nonprofit Marketing Mail letters and flats
- **Mailpiece Pre-Approval**
 - Send mailpiece(s) to mailingpromotions@usps.gov.
 - Responds within 4 business days

Mailing Innovations



➤ Research trends and innovation:

- Keep mail relevant
- Link physical mail with digital and engaging customer interactions
- Grow the value of mail

Mailer Promotion Steps



Registration

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

Mailpiece Preapproval

- Submit PDF to Promotion email
- 4 business day for review and approval

Document Submission

- Must be finalized within promotion period
- Mailing documents must be submitted electronically

Mailpiece Submission

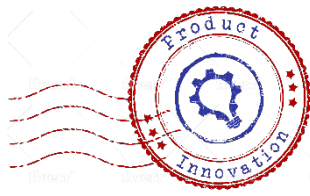
- Must include hard copy mailpiece along with documentation at BMEU/DMU

Discount

- Promotion discount is calculated in PostalOne!®
- MI is the two letter Component Characteristic Record (CCR)
- **Must be claimed at the time of mailing**

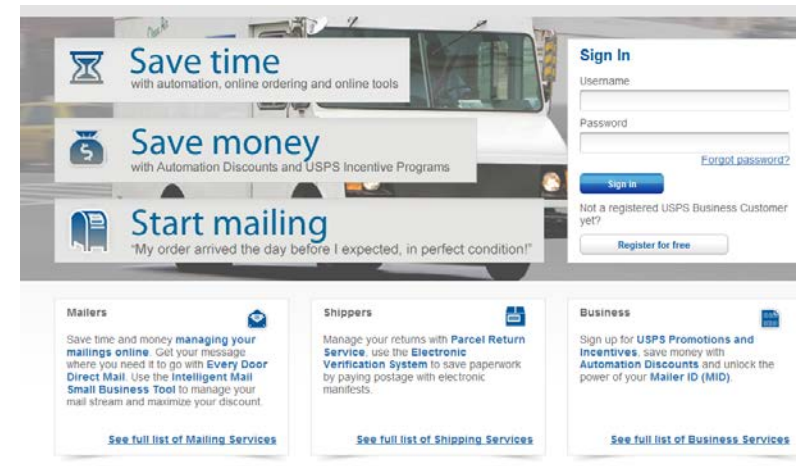
Mail owner and MSP must participate in a post promotion survey

Registration



- 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
 - Component Characteristic Record (CCR) is **MI**.

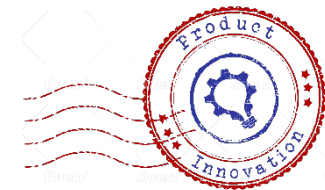
For issues and concerns regarding enrollment, technical issues or claiming the discount, please contact the *PostalOne!* helpdesk at 1-800-522-9085 or email: postalone@email.usps.gov





Mailpiece Content Requirements

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.

- Open-sourced barcodes (such as QR Codes or Datamatrix code)
- Proprietary barcode or tag (such as SnapTags or MS Tags)
- Image embedded with a digital watermark
- Intelligent print image recognition (including an enhanced augmented reality experience)
- Qualifying technologies may also include newer barcode features such as animated, shoppable video, dotless, voice QR codes with analytic features

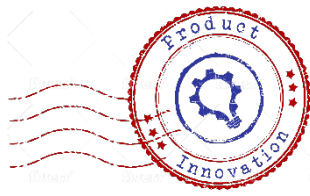


Image Recognition



Appendix A -- Mobile Print Technology

Mobile Print Technology Placement

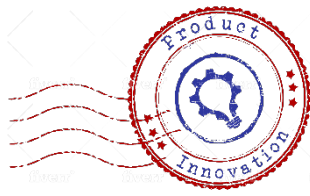


The technology can be on the inside or outside of the mailpiece.

The following restrictions apply:

- Cannot be placed on:
 - Order Form (of any type) **NEW**
 - Detached Address Label (DAL)
 - Unattached or blow-in card enclosed with the mailpiece or
 - Reply envelope/card

Directional Copy



- 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

Print Technology/Directional Copy Size



- Size of Mobile Print Technology:
 - Must be a minimum of $\frac{3}{4}$ inch by $\frac{3}{4}$ inch.
 - Directional copy font must be at least 11pts or same size print used in the primary marketing message. **New**



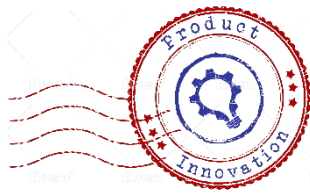
Scan here
to see our
beautiful
plants!

Acceptable Directional Size



Scan here
to see our
beautiful
plants!

Unacceptable Directional Size



Website and Digital Requirements

Website/Digital Requirements



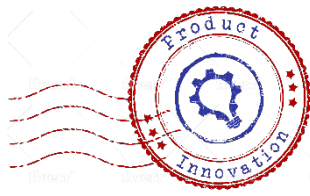
The mobile print technology must lead the recipient directly to a mobile optimized website, social media site or shoppable video **where an advertised product can be conveniently purchased.**

Social Media Sites: platform with a “Buy Now” button for a specific products(s) to make a purchase.

Shoppable Video NEW: a video where a purchase is made by selecting “shop”, “tap to purchase” button(s).

Simply linking to video content **is not adequate to meet the criteria.** Shoppable Video is platform agnostic but can often be viewed through social media platforms like Facebook, Instagram, and Snapchat as well as e-commerce sites

Mobile Optimized



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).



Mobile-friendly sites do not qualify for the promotion discount.

Website Pop-ups

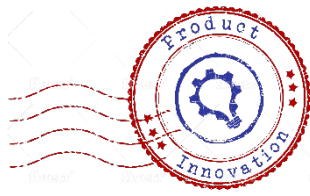


Excluded from promotion:

- **Website Pop-ups are excluded:** If Pop ups/pop overs are used for special offers/discounts, they must be displayed during the shopping experience or at check-out. A pop up cannot occur immediately following the mobile technology scan.



Automatic opt-ins/outs



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.

Examples that do not qualify:

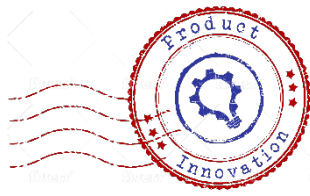
If you'd prefer not to receive mail from selected companies, please check this box.

Automatic opt-in

Sign me up for World Market email updates

Pre-checked

Automatic opt-ins/outs continued



Examples that do qualify:

Subscribe to emails and receive:

- Discount offers
- Contests and giveaways
- New product announcements



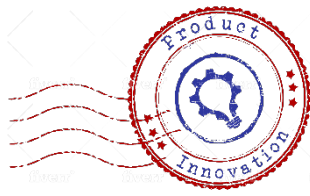
Sign me up for World Market email updates

Get Email Offers

Enter your email

Go

Purchase Path Payment Options



The recipient must be able to complete the purchase in one of the following ways:

- Electronic payment method (such as a credit, debit or prepaid card)
- Person-to-person payment method (ex. PayPal)
- App-enabled QR code payments.

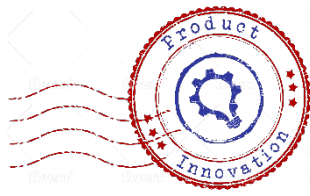


Purchase Path Checkout



- A guest check out option must be available if the consumer does not have an account. In the following two cases the guest checkout is not required:
 - Companies that only sell customized or personalized products. These company's must demonstrate that all products are personalized/customized.
 - Companies that require a membership to make purchases online. These company's must provide the program office with membership number (in order to review mobile shopping purchase path) when submitting their mailpiece sample for review/approval.

Qualifying



- 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*). Products that can only be fulfilled via private carrier (for example, local pizza delivery) would not meet the requirements.
 - Donations qualifies if a mailing event occurs after the donation such as a hard copy thank you note or a Business Reply Mail (BRM), Courtesy Reply Mail (CRM) or Share Mail (Alternate Postage) enclosure. Invoices, billing statements/receipts are not included as a mailing event.
 - 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 alone **DOES NOT** qualify for the promotion. Example: a gutter cleaning doesn't qualify.

What does not qualify--Ineligible

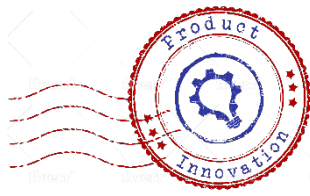


Below is a short list of ineligible uses. An expanded list is in the program requirements, but not limited to the list.

- 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

More are listed in the program requirements documents on PostalPro!

Promotions Checklist



Make sure your review/preapproval will be successful!

Checklist below:

- Directional copy (a font size of at least 11 pts or the size of the marketing message)
- Scannable Mobile Print Technology—(a minimum of 3/4" x 3/4")
- 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 a purchase
- Have a guest check out
- Able to complete purchase
- Item can be mailed/shipped



A checklist can be found on Page 8 of the program requirements

Key Information



➤ Program Office contact:

Email: mailingpromotions@usps.gov

Mail: US Postal Service
2020 Mobile Shopping *Promotion*
Post Office Box 23282
Washington, DC 20026-3282

➤ Program Requirements & Documents

https://postalpro.usps.com/promotions/2020/mobile_shopping?

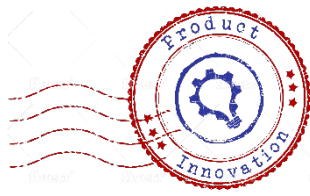
➤ Program Registration – Business Customer Gateway

<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.

Thank you



Questions? Can be submitted the mobile shopping promotion inbox.

Thank you!

