

United States Postal Service®

INDUSTRYALERT

August 7, 2020

The USPS Mailing Services team has pre-recorded webinars for the 2020 Informed Delivery and 2020 Mobile Shopping Promotions

Informed Delivery

The Informed Delivery Promotion (ID Promotion) offers a 2% discount on postage for business mailers who register for the promotion and conduct an Informed Delivery interactive campaign on qualifying mailpieces. The intent of the promotion is to encourage business mailers to participate in Informed Delivery campaigns and create a positive user experience throughout the campaign submission process.

Click on the link below to listen to the Informed Delivery promotion webinar:

Informed Delivery Webinar: https://postalpro.usps.com/promotions/2020_Informed_Delivery_promotion/webinar

Mobile Shopping

The 2020 Mobile Shopping promotion encourages mailers to integrate mobile technology with direct mail, thus creating a convenient method for consumers to do their online shopping. This promotion provides business mailers with an upfront 2% postage discount on USPS Marketing Mail™ letters and flats, as well as Nonprofit USPS Marketing Mail™ letters and flats.

Click on the link below to listen to the Mobile Shopping promotion webinar:

Mobile Shopping Webinar:
https://postalpro.usps.com/promotions/2020/mobile_shopping/webinar

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