

2020 Personalized Color Transpromo Promotion

- **Eligible Mail:** First Class Mail Commercial letters that are part of an IMb Full Service mailing
- **Personalization Requirements for Prior Participants**
At least 4 customer segments must be targeted with a unique marketing messaging for each

2021 Personalized Color Transpromo Promotion

- **Eligible Mail:** First Class Mail presort and automation letters
- **Personalization Requirements for Prior Participants**
Two ways to meet the requirement:
 - Individual level – message to recipient
 - Customer segments – based on demographics, customer behavior, psychographics, or other characteristics