

What is New?

2020 Mobile Shopping Promotion	2021 Mobile Shopping Promotion
<ul style="list-style-type: none">• Registration, Mailing Submission, and Mail Acceptance and Post – Mailing Requirements	<ul style="list-style-type: none">• A separate document created “Promotions General Participation Guide”
<ul style="list-style-type: none">• Mobile Print Technology Placement	<ul style="list-style-type: none">• Cannot be in the fine print or small print matter of the mailpiece
<ul style="list-style-type: none">• Mobile Print Technology	<ul style="list-style-type: none">• Adding Voice Assistant
<ul style="list-style-type: none">• Website/Digital Requirements	<ul style="list-style-type: none">• Opt-ins and Pre-checks have been removed• Pop-ups must have an option to cancel/close the pop-up
<ul style="list-style-type: none">• Checkout Experience Requirements	<ul style="list-style-type: none">• A guest check out option is not required