

# What is New?

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