

2020 Personalized Color Transpromo Promotion

- Registration, Mailing Submission, and Mail Acceptance and Post – Mailing Requirements
- **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

- A separate document created “Promotions General Participation Guide”
- **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