

2021 Personalized Color Transpromo Promotion Webinar

Presented by Alison Tarshis (Program Manager)
January 2021

Agenda

- ✓ Background Information
- ✓ Overview
- ✓ What is New?
- ✓ Program Parameters
- ✓ Mailpiece Content Requirements
- ✓ Submission and Approval of Mailpiece Samples
- ✓ Pre-Approval Process
- ✓ Sample Mailpieces
- ✓ Registration Requirements
- ✓ Resources
- ✓ Questions



Why Customers Prefer Paper

- Gartner*

One of the key places that consumers interact with companies is through bills and statements.

6 AVERAGE NUMBER OF BILLS RECEIVED



19% RECEIVE 10 OR MORE EACH MONTH

- They need a paper reminder to review
- They feel safer handling in a paper form
- They want paper for their record

Source: Gartner 2019.

Better Communications....

Better communications can impact the bottom line in more ways than one.



have purchased a new product or service after seeing a message in a bill or statement

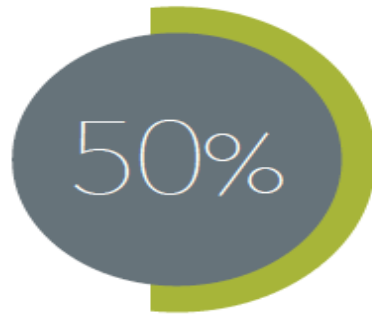


want providers that make it easy for them to interact across print, digital and other channels

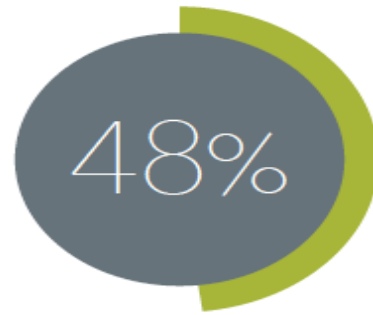
Source: Gartner 2019.

Elevate the Value of Bills and Statements

To really elevate the value of bills and statements, customers want to see:



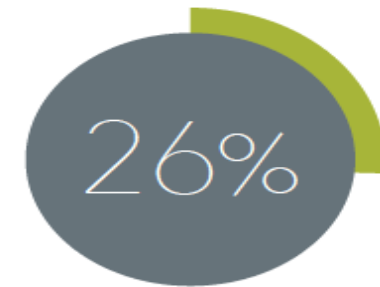
MONEY-
SAVING
TIPS



WAYS TO GET
MORE BENEFIT FROM
THEIR SERVICES



HISTORICAL/
COMPARATIVE
DATA



FICO
SCORE

Source: Gartner 2019.

Overview

The 2021 Personalized Color Transpromo Promotion is intended to incorporate marketing messages highlighted through the use of color, dynamic variable print and personalization. Color messaging within bills and statements enhances the value of First-Class Mail by fostering a better connection and response from consumers.



What is New?

2020 Personalized Color Transpromo Promotion	2021 Personalized Color Transpromo Promotion
<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• A separate document created “Promotions General Participation Guide”• Eligible Mail: First-Class Mail presort and automation letters
<ul style="list-style-type: none">• Personalization Requirements for Prior Participants At least 4 customer segments must be targeted with a unique marketing messaging for each	<ul style="list-style-type: none">• Personalization Requirements for Prior Participants <p>Two ways to meet the requirement:</p> <ul style="list-style-type: none">• Individual level – message to recipient• Customer segments – based on demographics, customer behavior, psychographics, or other characteristics

Program Parameters

Registration Period:	May 15 th through December 31 st 2021
Promotion Period:	July 1 st through December 31 st 2021
Discount:	Upfront 2% postage discount
Eligible Mail:	First-Class Mail presort and automation letters
Ineligible Mail:	All USPS Marketing Mail™, Periodicals, Bound Printed Matter, Media Mail®, First-Class Mail and Marketing Mail Parcels, First-Class Mail cards and flats
Mailpiece Content Restrictions:	Bills and statements only

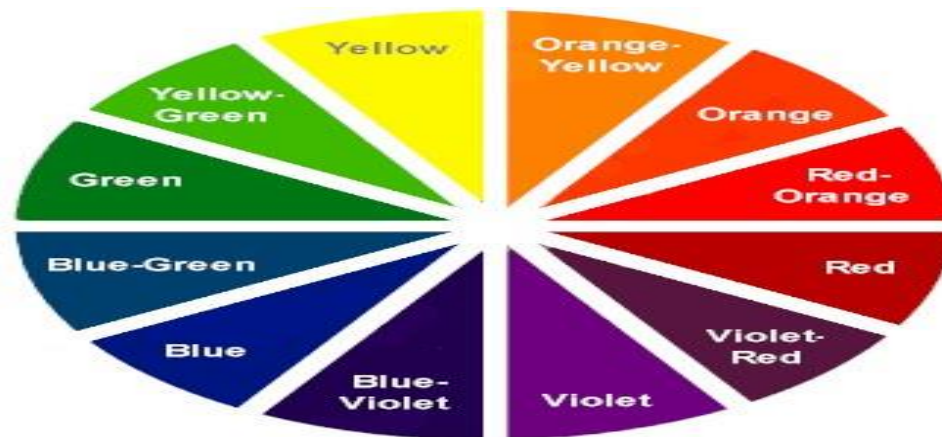


The discount must be claimed at the time of mailing and cannot be rebated at a later date.

No Change

Mailpiece Content Requirements for All

A **full color** transpromotional marketing/consumer message, or a visualization of account data such as an “**Onsert**”, which is printed in-stream on a physical piece of paper within the content of the bill or statement.



Black and white or grayscale do not qualify as colors.

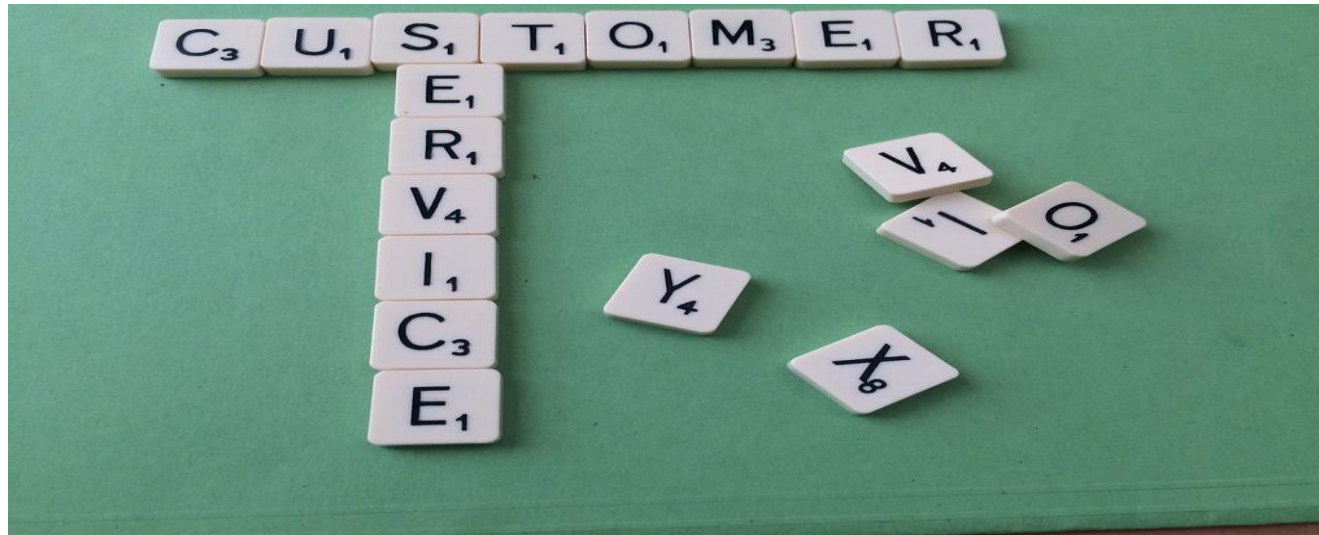
Eligible Marketing or Consumer Messages

- Rewards, Loyalty, and Renewal Offers
- Cross Sell or Upsell Promotions
- Coupons for Products/Services
- Visualizations Displaying Account Data



Ineligible Marketing or Consumer Messages

- Full color logos or the use of full color on the outer envelope
- Use of pre-printed paper stock
- Messages that are not included within the contents of the bill
- General account maintenance messaging
- If the mailpiece contains a color statement encouraging mail diversion



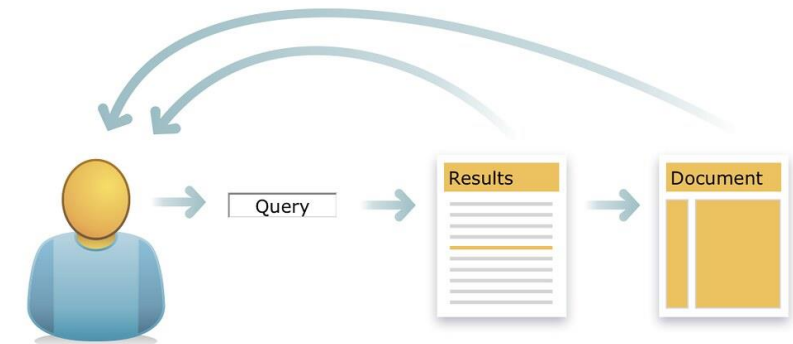
Personalization Requirements for Prior Participants

Updated

“Personalization” is information applying to the marketing or consumer message that the recipient would deem personal or relevant in nature. Messages should be personalized at the individual level or tailored to a specific consumer segment.

- There must be 2 customer segments of personalization demonstrated at Pre-Approval Process.

Personalization



Customer Segments for Personalization

Demographics

Age
Gender
Income



Psychographics

Personality
Values
Opinions
Attitudes
Interests
Lifestyles

Purchase Behavior

Submission and Approval of Mailpiece Samples

- Mailpiece samples must be submitted for review and approval **prior to claiming the discount.**
- Past acceptance/approval **does not guarantee** acceptance or approval.
- All participants must send PDF files of your sample mailpiece(s) that includes the design and layout to FCMColorPromotion@usps.gov.

APPROVED

Prior Participants Submission and Approval of Mailpiece Samples

Updated

In addition to demonstrating requirements for **Color** you must meet the **Personalization** requirement and provide the following to the Program Office:

- Sample of your mailpiece with images of the different messaging for each identified segment (**at least 2**)
- A brief description of how the messaging was personalized or segmented



What is a Pre-Approval Letter?

- Participants using the same messaging with limited variations may request a Pre-Approval Letter.
- This eliminates providing a hard color copy of the mailpiece at the BMEU Acceptance.
- ONLY Submit Pre-Approval Letter with Postage Statement at the BMEU Acceptance.



How to Obtain a Pre-Approval Letter

- Once you receive approval that your mailpiece met all Program Requirements
- Send an email request and provide the following information:
 - MSP Name
 - MSP Permit Number
 - Mail Owner
 - Mail Owner Permit Number
 - ALL Acceptance Mailing Locations with Complete Addresses



Eligible Mailpiece #1

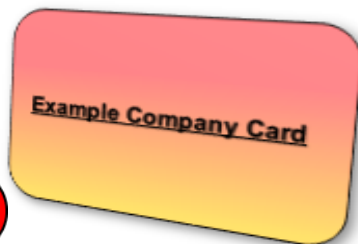
Example Company

Account History 01/01/20–01/31/20		Account Balance 01/31/2020		
Prior Balance (12/31/19)	\$100	Balance	Minimum Payment	Due Date
Purchase 1 (01/03/20)	\$50	\$210	\$15	02/01/2020
Purchase 2 (01/18/20)	\$50			
Interest Accrued (01/30/20)	\$10			
Balance:	\$210			

Late Fees will be assessed for any payments not received by the due date.

Paying only the minimum amount due will result in more interest and result in a longer payoff period.

1



1

This piece **would qualify** as it has a full color (Utilizing 2 or more non black/white colors) marketing message about applying for a store card. It is targeting frequent customers.

Although there is a mail diversion message, (going paperless) it is not nearly as prominent as the store card marketing message printed on the bill as an Onsert.

Full Requirements:

<https://postalpro.usps.com/promotions/2021-transpromo/requirements>

Why Go Green?

- Cut back on paper waste
- Convenience
- Track Payment history

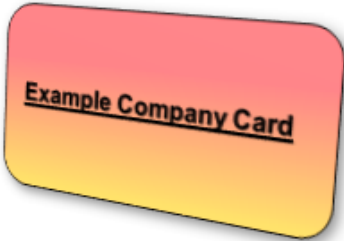


Ineligible Mailpiece #1

Example Company

Account History	01/01/20–01/31/20
Prior Balance (12/31/19)	\$100
Purchase 1 (01/03/20)	\$50
Purchase 2 (01/18/20)	\$50
Interest Accrued (01/30/20)	\$10
Balance:	\$210

Account Balance	01/31/2020	
Balance	Minimum Payment	Due Date
\$210	\$15	02/01/2020
Late Fees will be assessed for any payments not received by the due date.		
Paying only the minimum amount due will result in more interest and result in a longer payoff period.		



Call by phone at ###-###-#### or visit our website today to apply for our new store card!



Why go green?		
Cut back on paper waste.	Bills and statements conveniently emailed to you.	Easily keep track of payment history.

1

This piece does have a qualifying full-color marketing message (Two or more colors), but **it would not qualify** due to prominence of the mail diversion message.

If a mail diversion message is present, it cannot be as prominent or more prominent than the marketing message.

Full Requirements:

<https://postalpro.usps.com/promotions/2021-transpromo/requirements>

Eligible Mailpiece #2



Anywhere Water and Sewerage Company

Total Amount due by 11/17/16

\$73.98

Account Name JOHN SAMPLE
Account Number 312-1100.300

Thank you, we received your last payment of \$76.64 on 10/14/16

Usage History



My Water Usage This Month: 3,740 Gallons

Ending Read: 815 Actual, 810 Actual, 5 CCF

My Water Usage Same Month Last Year: 4,488 Gallons

Additional bill information on back

Did you know? The average person uses the amounts of water shown below for everyday activities. Use less and save!

- Brushing teeth – 3 gallons per day
- Toilet – 25 gallons per day per person
- Dishwasher – 15 gallons per load
- Shower – 40 gallons per 10 minutes
- Washing Machine – 45 gallons per load
- Bath – 20 gallons

Fold, detach and mail this portion with your check or money order made payable to Board of Water Commissioners.



Anywhere Water and Sewerage Company
P.O. BOX 1111
Alexandria, VA 22312-1212

Pay by mail, by phone or online at www.anywhere.gov/paymywaterbill.
See reverse side for more information on bill payment.

Bill Date 10/27/16
Account Number 312-1100.300
Service Address 5111 MAIN ST

Total Amount Due \$73.98

If paid after 11/17/16 \$77.68

Amount Enclosed \$

Please include your account number on your form of payment.

SEND REMITTANCE TO:



Anywhere Water and Sewerage Company
P.O. BOX 1111
Alexandria, VA 22312-1212

90000-DET200000
John Sample
5111 Main Street
Alexandria, VA 22312-1212

1

This mailpiece meets the full color (*Utilizing 2 or more non black/white colors*) marketing message requirement, by utilizing **multiple colors** in its visualization of account data.

2

Visualization would qualify as an "Onsert" as it is on the bill itself, not a separate page or detachable portion.

3

By providing the recipient with a graph of their own water usage, the message is personalized to them at an individual level. This satisfies the "Personalization" requirement for repeat participants.

Ineligible Mailpiece #2

Company Name
 PO BOX 123456
 Anytown, US 00000-0000
 1-800-000-0000

Company Name

123 Main Street
 Anytown, US 12345

Your password for online bill pay is:
 3456789

Service Address		Account Number			Bill Date	Due date	
123 Main Street		123456			1/1/2020	1/15/2020	
Description	Previous	Current	Mult	Usage	U/M	Rate	Amount
	12/1/2019	12/31/2029					
Previous Balance							\$ 84.12
Convenience Fee							\$ 1.00
Payment 12/20/20							\$ (55.00)
Water/Sewer					1383.68 Gallons		\$ 13.37
Electric					386.98 KWH		\$ 43.51
Gas					4.79 CCF		\$ 7.64
Trash					0 Fixed		\$ 5.00
Admin Fee					0 Fixed		\$ 10.00
Current Balance							\$ 109.64

1

This sample **DOES NOT** meet the full color marketing message requirement as the promotional message only utilizes one color. Full color requires two or more non black/white colors.

2

This mailpiece **DOES NOT** meet the "Onsert" requirement as the marketing message is printed on a detachable section. "Onserts" should be printed in-line with the statement.

2

1

Don't miss an opportunity to get \$50 off your next bill at Company Name by referring someone to use our services. If your referral signs up for our services by 01/31/2020 the \$50 discount will be applied to your next bill.

Registration Requirements

Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard

Mailpiece

- Must be a bill or statement
- ***Companies Who Have Participated Before Must Meet:***
 - Color Requirements
 - Personalization Requirements
- ***Companies Who Have Not Participated Before Must Meet:***
 - Color Requirements Only

Discount

- 2% Postage Discount
- CP is the 2 Digit CCR Incentive Code

Resources

The Personalized Color Transpromo Promotion Program Office email is: FCMColorPromotion@usps.gov

The Promotions Office responds to all inquiries within 4 business days upon receipt of emails to the promotion email address.



The Program Requirements, What is New?, and Promotions General Guide are posted on PostalPro at: <https://postalpro.usps.com/promotions/2021-transpromo>

Questions



Any questions concerning the 2021 Personalized Color Transpromo Webinar can be directed to the Program Office at: FCMColorpromotion@usps.gov