



## 2021 MOBILE SHOPPING PROMOTION

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#### **NEW—2021 Promotions General Participation Guide**

This document contains information about how to design a mailpiece and mailing that meets the requirements for the Mobile Shopping promotion. There are additional registration, mail preparation and mail entry requirements that are required to participate in the promotion. These requirements are now part of a separate document titled “**2021 Promotions General Participation Guide**”. This document includes information about the following topics:

- Registration Requirements
- Mailing Submission Requirements
- Requirements at Mail Acceptance and Post - Mailing

The new document can be found on PostalPro at: <https://postalpro.usps.com/promotions/2021-guide>

# 2021 MOBILE SHOPPING PROMOTION

## I. PROGRAM DESCRIPTION

Direct mail continues to be a relevant part of the marketing mix, the Postal Service is encouraging customers to adopt and invest in technologies that enhance how consumers interact and engage with mail. The 2021 Mobile Shopping promotion encourages mailers to integrate mobile technology with direct mail, thus creating a convenient method for consumers to do their online shopping.

This promotion provides business mailers with an upfront two percent postage discount on USPS Marketing Mail™ letters and flats, as well as Nonprofit USPS Marketing Mail™ letters and flats. The mailpiece must include mobile technology that can be read, scanned, or activated by a mobile device and leads the recipient to a mobile-optimized shopping website with the ability to complete a financial transaction. The recipient must be able to purchase an advertised product from the website.

## II. PROMOTION AT-A-GLANCE

<b>Registration Period:</b>	June 15, 2021 - December 31, 2021
<b>Program Period:</b>	August 1, 2021 - December 31, 2021
<b>Discount Amount:</b>	2% off eligible postage. The discount is calculated in <b>PostalOne!</b> ® and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices
<b>Eligible Mail:</b>	USPS Marketing Mail™ letters and flats Nonprofit USPS Marketing Mail™ letters and flats
<b>Ineligible Mail:</b>	All First-Class Mail Periodicals (includes Pending Periodicals mail) Bound Printed Matter Media Mail
<b>Requirements:</b>	All qualifying mail must contain mobile technology that allows the user to engage in an electronic shopping experience.

Requirements posted online at: <https://postalpro.usps.com/promotions/2021-mobile-shopping>

***\*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.***

**THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.**

# 2021 MOBILE SHOPPING PROMOTION

## III. ELIGIBILITY REQUIREMENTS

*Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review this document to ensure that the mailpiece meets all 2021 program requirements.*

- A. **Mailpiece Pre-Approval:** The Program Office will review each mailpiece to verify that the technology, directional copy and all website/digital program requirements are met. The Program Office will either approve the mailpiece or note any revisions that need to be made to meet program requirements.

To have a mailpiece reviewed, send an email to [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov) with:

- A pdf attachment of the print-ready art file of actual size of mailpiece
- One **Point of Contact (POC)**--who will be responsible for the mailpiece throughout the evaluation process. Response emails will reply to all.
- If changes are made to the mailpiece design, the revised mailpiece needs to be reviewed for approval.
- Any final mailpieces that deviate from the prototypes, mock-ups or examples that were pre- approved will be subject to the loss of the discount.

The promotions office responds to all inquiries **within 4 business days upon receipt.**

*If you have any questions about pre-approvals or reviews, please contact the Program Office via email at **USPS Mailing Promotions** [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov).*

## B. **Mailpiece Content Requirements:**

1. **Mobile Technology:** All qualifying mail must contain mobile print technology that when scanned by a mobile device leads to a complete mobile optimized website.
  - a. Qualifying mobile technologies include one of the following:
    - Open-sourced barcodes (such as a QR Code or Datamatrix code)
    - An image embedded with a digital watermark
    - An intelligent print image recognition (such as an augmented reality experience or shoppable video)
    - Voice Assistant **NEW** (prompt/triggers)
  - b. Size of Mobile Print Technology (if using a barcode/tag):
    - Must be a minimum of ¾ inch by ¾ inch.
    - Must be a minimum of .65 if a **page** contains multiple mobile print technology on one page that when scanned takes you directly to the advertised product to purchase.

***For further information on Mobile Print Technologies see Appendix A***

# 2021 MOBILE SHOPPING PROMOTION

## 2. Mobile Print Technology Placement:

- a. The technology can be on the inside or outside of the mailpiece. The following restrictions apply.

Cannot be placed on or in:

- Order Form (of any type)
- Detached Address Label (DAL)
- Unattached or blow-in card enclosed with the mailpiece
- Reply envelope/card or
- **fine print or small print matter of the mailpiece**

- b. **Barcodes Placed on the Envelope:** The Mobile Print Technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece.

*\*For further information on Mobile Print Technology Placement see Appendix B.*

3. **Directional Copy:** The physical mailpiece must contain text near the mobile technology or image providing guidance to the consumer to scan the technology image with specific information about the landing page. Utilize the following best practices to improve a customer experience.

- Directional copy text provides guidance to the consumer to scan the mobile technology.
- It is important to have a clear call-to-action that accompanies the mobile technology. Consumers will be more likely to engage with your mailpiece.

Directional copy must be at least 11pts or same size print used in the primary marketing message. (See example below)



Acceptable Directional Size



Unacceptable Directional Size

The text must be ***prominently*** displayed and immediately adjacent to the print technology/engagement area to ensure a customer sees it.

- a. The directional text and the visual cues from the landing page should clearly inform the recipient that the purpose of the application used is to facilitate a purchase.
- b. **Examples of qualifying directional copy include, but are not limited to:**
- Scan to shop our mobile website
  - Scan to shop
  - Scan to purchase
  - Scan to donate
  - Buy now on Social Media” (must also include directional copy adjacent to the mobile barcode).
  - Voice Assistant (Directions for the customer must be specific)
    - Launch on-line catalog
    - Take me to (store name) website
    - Hi (Siri) take me to (blank) donation site

# 2021 MOBILE SHOPPING PROMOTION

*\*If the directional copy does not meet the requirement listed above for legibility and proper placement, it will not qualify.*

- c. Finally, if the viewing experience is only available on a specific mobile device (either IOS or Android only) then the directional copy must clearly state which platform and/or tool the experience is available on (ex., this experience is only available on Android devices).
- 4. **Multi-mail piece / marriage mailers:** If one mailer advertisement within the mailpiece uses mobile print technology that meets the promotion program requirements the entire mailing would qualify.

**C. Website/Digital Requirements:** The mobile technology must lead the recipient directly to a mobile optimized website, social media site or shoppable video where an advertised product can be conveniently purchased through a mobile optimized shopping experience on a mobile device. ***The destination (pages) must contain information relevant to the content of the marketing message included in the mailpiece.***

- 1. **Requirements for Barcodes leading to Social Media Sites:** Participants may use any mobile barcode format to link the recipient to a social media platform with a “Buy Now” button capability for a specific products(s) to make a purchase. The social media platform can include Pinterest, Instagram, YouTube, Facebook, Twitter, and Tumblr.
- 2. **Requirements leading to Shoppable Video:** Shoppable Video is the process by which a user can view videos and make a purchase without having to navigate to a retailers’ website on their own. The experience involves viewing a video which contains clickable spots on the video where you can make a purchase.

Simply linking to video content **is not adequate to meet the criteria** for Video in Print. Shoppable Video is platform agnostic but can often be viewed through social media platforms like Facebook, Instagram, and Snapchat as well as e-commerce sites.

- 3. **Voice Assistant NEW:** The mailpiece must provide clear and specific instruction that enables the recipient to engage with voice assistants (i.e., Siri, Cortana, Alexa, Google Home/Nest, etc.) to trigger a mobile optimized shopping experience.

The marketer/mailer should also make sure to follow all best practices for issues like synonyms, proper distance for voice command, etc., in order to ensure a good user experience that blends the direct mail marketing message with the proper voice response/fulfillment.

- 4. **Website must be Mobile Optimized:** The destination web pages must reside on a website platform that contains, or is deeply integrated with, a checkout functionality that allows the customer to complete the purchase of the product referenced. The mailpiece must lead to a complete mobile optimized experience regardless of the platform being used.

***Further information on mobile optimization can be found in Appendix C***

- 5. **Website Pop-ups:** The destination web pages must allow for by-passing of a pop-up (ex. if a pop-up is used on the destination URL, the pop-up must have an option to cancel/close the pop-up and return to the destination URL)

# 2021 MOBILE SHOPPING PROMOTION

## 6. Purchase Path Requirements:

- a. **Payment options:** For purposes of this promotion, the recipient must be able to complete the purchase through a payment method such as electronic payment method, person-to-person payment method, or an app-enabled QR Code payment.
- b. **Checkout Experience Requirements: The checkout experience including any payment pages must be fully mobile optimized.**

## 7. Qualifying Products: For the purposes of this promotion, a product is **defined** as a tangible and physical item that needs to be distributed or manufactured and can be shipped via a mailing or shipping product offered by the Postal Service (delivery by the Postal Service is not required). Products that can only be fulfilled via private carrier (for example, local pizza delivery) would not meet the requirements.

- a. **Charitable Donations:** In some instances, charitable donations may qualify for the promotion discount if, a purchase can be made via the initial barcode scan and subsequent mobile-optimized purchase path, and there is a reply mechanism or mailed response. Qualifying mailings include:
  - Those where an item such as a hard copy certificate, thank you note or voucher is mailed via the USPS to the recipient upon purchase/donation (does not include invoices, billing statements or receipts)
  - A mailpiece containing a Business Reply Mail (BRM), Courtesy Reply mail (CRM) or Share Mail™ (Alternate Postage) enclosure.
- b. **Examples of Ineligible “Products” (include but are not limited to)**
  - Pay a bill (Bill me Later, etc.)
  - Make payment online for prior purchases or recurring services
  - Auto payment
  - Sign up for email list, text messages or mailing list
  - Sign up for online billing or paperless statement services
  - Download a deal or coupon (and no hard copy certificate or voucher is mailed)
  - Enter a contest or sweepstakes
  - Sign up for a newsletter/subscription with electronic delivery
  - Proxy stock vote
  - Take a survey
  - Confirm a reservation (like a doctor or haircut appointment)
  - Any link to a non-mobile optimized website
  - Download and/or receive text information such as directions/contact information
  - Link to sign-in page for online account
  - Link to webpage with information
  - “Like” or “share” on social network site
  - View a video
  - Link to phone number or make a phone call
  - Product for in-store pick-up
  - Credit Card Application
  - E-Gift Card
  - Insurance Quotes

# 2021 MOBILE SHOPPING PROMOTION

## 8. Promotion Check List

***Make sure your review will be successful!***

### Requirements for Mailpiece:

- Mailpiece contains qualifying Mobile Technology:
  - QR Codes, digital watermark, augmented reality, voice assistant, shoppable video
  - Must be with the marketing message
- Barcode meets size requirement
  - Size mobile print technology must be a minimum of  $\frac{3}{4}$  x  $\frac{3}{4}$  inch
  - Multiple mobile print technologies on one page must be a minimum of .65 by .65 inch
- Mailpiece contains Directional copy (must be 11 or higher font size or the same ~~size~~ as the primary marketing messaging)

### Requirements for Digital Shopping Experience:

- Scan leads to a complete mobile optimized site (from beginning of shopping experience through the checkout process). Please see page 6 in the program requirements):
  - Pop-up on landing page for electronic communication are allowed as long as there is capability to exit out
- Scan or voice command takes you directly to a purchase site or shoppable video relevant to the mailpiece message
- The recipient must be able to complete the purchase through a payment method such as electronic payment method, person-to-person payment method, or an app-enabled QR Code payment.
- Product fulfillment is available via USPS mailing or shipping services (product does not need to be shipped by USPS)

To have a mailpiece reviewed, send an email to [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov) with:

- A pdf attachment of the print-ready art file of actual size of mailpiece
- One **Point of Contact (POC)**--who will be responsible for the mailpiece throughout the evaluation process. Response emails will reply to all.

The Program Office will review each mailpiece to verify that the print technology, directional copy and all website/digital program requirements are met. The Program Office will either approve the mailpiece or note any revisions that need to be made to meet program requirements.

The promotions office responds to all inquiries **within 4 business days upon receipt.**

# 2021 MOBILE SHOPPING PROMOTION

## **(NEW) Promotions General Participation Guide**

Registration information including mailing submission and mail acceptance requirements for all Promotions (excluding Earned Value) has been moved to its own document. This information was moved to create a more user-friendly experience by cutting down the length of each Promotion's requirements document. Readers will now have easier access to the relevant information they are looking for.

Link to the new document: <https://postalpro.usps.com/promotions/2021-guide>

## **IV. TECHNICAL INFORMATION**

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristic Record (CCR) file must be populated with the **two-letter characteristic MI** for the 2021 Mobile Shopping promotion. One of the parties in the by/for of the postage statement must be registered for the promotion.

For further technical information, please refer to Technical Specifications on PostalPro™ at: [https://postalpro.usps.com/resources-list/technical\\_specifications](https://postalpro.usps.com/resources-list/technical_specifications)

Information and resources are posted online at: <https://postalpro.usps.com/promotions>

**For issues and concerns regarding enrollment, technical issues or claiming the discount, please contact the *PostalOne!* helpdesk at 1-800-522-9085 or email: [postalone@email.usps.gov](mailto:postalone@email.usps.gov)**

## **V. PROGRAM OFFICE CONTACT INFORMATION**

Further questions can be directed to the Program Office.

**Email:** [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

**Facsimile:** 202-268-0238

**Mail:** US Postal Service  
Attn: 2021 Mobile Shopping Promotion  
PO Box 23282  
Washington, DC 20026-3282

**FedEx and UPS do not deliver to PO Box addresses.**

To ensure delivery to the Program Office, please use Postal products or services.

All PO Box mailings must include information about the sample, contact information and an email address for responses.

The Program Office responds to all inquiries within 4 business days upon receipt of samples in the promotion inbox [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov) or the PO Box.

**THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE**



# 2021 MOBILE SHOPPING PROMOTION

## VI. REVISION HISTORY TABLE

*“The program requirements documents may be updated at various times. Please ensure you have the latest version from the Postal Pro website”*

<b>Date</b>	<b>Section</b>	<b>Reason For Revision</b>	<b>Version</b>
12/3/2020			1
3/12/2021	Table of Contents C.3 Mobile Optimization	Changed C.3 to Voice Assistant New	2
	Table of Contents C.4 Voice Assistant-New	Changed C4 to Mobile Optimization	2
	B.1.a. Qualifying mobile technologies	Removed Proprietary barcode or tag (such as Snap tags or MS Tags)	2
	8.-Examples of Ineligible “Products”.	Changed to b. of 7. Qualifying Products	2
	Promotions Checklist	Corrected to 8. Promotions Checklist	2

VII. PPENDICES

**Appendix A**

**Mobile Print Technology**

Mobile barcodes need to be a minimum of ¾ inch by ¾ inch and the placement must be with the marketing message.

APPS: If you are leveraging your own app to provide the barcode scanning the following rules apply:

- Provide PDF of actual mailpiece sample
- If the new content is not active, provide the current issue version for review
- Once the mailing is entered into the mailstream you would need to provide a PDF of the mailpiece sample.

Examples of acceptable mobile barcodes:



Example of digital watermark technology:



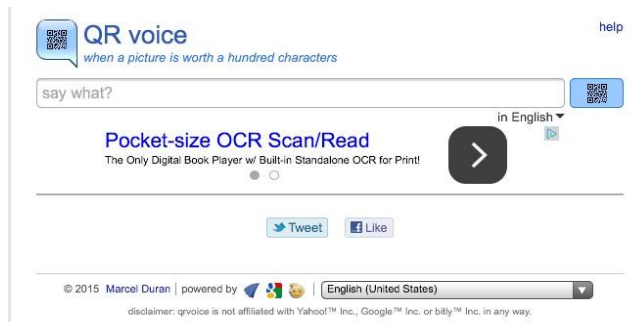
Examples of acceptable color branded barcodes:

Color Banded Mobile barcode can be used and must be functional and incorporate **one** of the following:

- a. 2 or more colors
- b. a trademark or graphic that includes a color or multiple colors



QR Code Evolution: Capabilities have continued to evolve and provide marketers ways to apply new designs and leverage additional analytics on the effectiveness of their campaign(s). Examples of new QR code types include: Dotless, visual, voice, video etc.



## Appendix B Mobile Print Technology Placement

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to [http://pe.usps.gov/text/dmm300/dmm300\\_landing.htm](http://pe.usps.gov/text/dmm300/dmm300_landing.htm) for more information.

### **Barcode Clear Zone**

Barcode Clear Zone for Letters: The barcode clear zone for letters is defined in the Domestic Mail Manual (DMM®) section below. DMM design requirements (DMM Sections 202.5.1.1) must be met:

DMM® 202.5.1.1 Barcode Clear Zone: Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears an Intelligent Mail barcode with a delivery point routing code (see 204.1.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 204.1.4. The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:

- Left: 4 3/4" inches from the right edge of the piece
- Right: right edge of the piece
- Top: 5/8 inch from the bottom edge of the piece
- Bottom: bottom edge of the piece

A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at the link: <http://pe.usps.com/text/qsg300/Q602.htm#1009536>

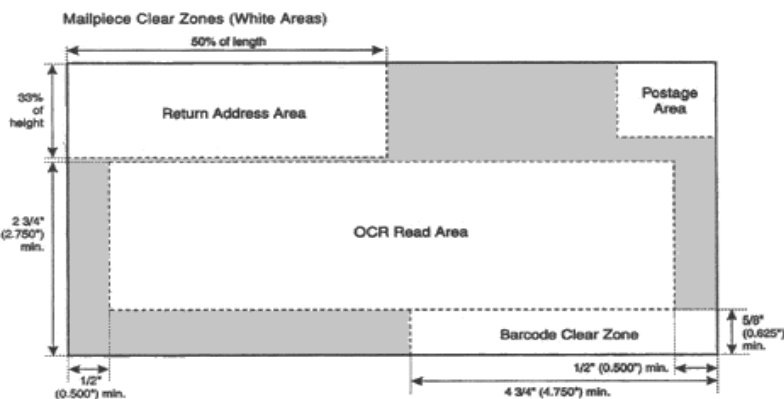
Barcode Clear Zone for Flats: For flats, the mobile barcode should not be placed within 1/8" of the actual routing Intelligent Mail barcode.

### **Indicia Zone**

The "Indicia Zone" is two inches from the top edge by four inches from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within two inches of the actual postage indicia when the indicia is not placed in the described "indicia zone."

Indicia Zone for Flats: For optimal processing, avoid placing the barcode, images, or tags in the destination address block and indicia.

Indicia Zone for Letters: The "Indicia Area" on letter mail is the top-right corner. The Postal Service's Barcode Sorters look for these Information-Based Indicia (IBI) codes in the zone 2" from the top edge x 4" from the right edge of the mailpiece. Barcodes, images, or tags cannot be used in this area.



## Appendix C

### Mobile Optimization

#### Why is design for mobile web different? Mobile users are ...

- goal oriented, looking for a specific piece of information or task
- on the go, and may view content while walking
- viewing on smaller screens with tiny keyboards or touch screens

#### Copy

- **Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.
- **Use readable font:** it should be slightly larger than the font size used for desktop viewing, and kept simple font to ensure compatibility across devices
- **Make it action oriented:** use headings to break up blocks of text so users can easily find what they're looking for, as they often have a specific piece of information or task in mind, and will scroll through pages quickly

#### Navigation & Design

- **Use hierarchy, menus and drop downs:** these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing
- **Consider page orientation:** the design needs to work in both vertical and horizontal orientation
- **Include strong calls to action:** the more prominent, the better – mobile websites can be good conversion tools if well designed
- **Avoid accidental clicks:** design should be “thumb-friendly” with sufficient space between large buttons, avoiding frustrating navigation errors

#### Back-end

- **Make it compatible:** mobile sites need to be browser-independent, avoid elements (like Flash) that may not work on many devices, and take advantage of native content
- **Constantly evolve:** use analytics tracking to understand what people are actually using your site for, and make that content easiest to access

Continued Appendix C  
Mobile Optimization

## Mobile Optimized Sites

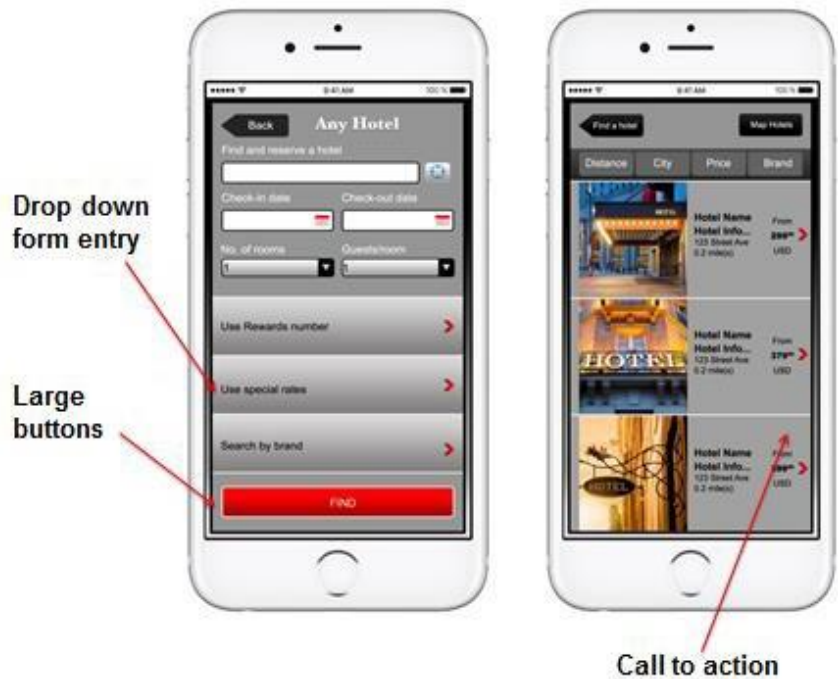
**Why is design for mobile web different? Mobile users are ...**

- goal oriented, looking for a specific piece of information or task
- on the go, and may view content while walking
- viewing on smaller screens with tiny keyboards or touch screens



**Copy**

- **Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.
- **Use readable font:** it should be slightly larger than the font size used for desktop viewing, and kept simple font to ensure compatibility across devices
- **Make it action oriented:** use headings to break up blocks of text so users can easily find what they're looking for, as they often have a specific piece of information or task in mind, and will scroll through pages quickly



Continued Appendix C  
Mobile Optimization

# Non Mobile Optimized Sites

## Navigation & Design

- **Use hierarchy, menus and drop downs:** these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing
- **Consider page orientation:** the design needs to work in both vertical and horizontal orientation
- **Include strong calls to action:** the more prominent, the better – mobile websites can be good conversion tools if well designed
- **Avoid accidental clicks:** design should be “thumb-friendly” with sufficient space between large buttons, avoiding frustrating navigation errors

## Back-end

- **Make it compatible:** mobile sites need to be browser-independent, avoid elements like Flash that may not work on many devices, and take advantage of native content.
- **Constantly evolve:** use analytics tracking to understand what people are actually using your site for, and make that content easiest to access.

Large block of text, no headers

Requires scrolling

