

United States Postal Service

Loyalty Program

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What is the Loyalty Program?

- The USPS® Loyalty Program is an incentive program for *business users* of the **Click-N-Ship®** application.
- The program enables registered business users to earn financial benefits when they use the Click-N-Ship® application to purchase **Priority Mail® and Priority Mail Express®** labels.
- The Loyalty Program allows users to earn credit for doing the business they are already doing with the USPS.
- Earned credits can be applied to **future purchases of Priority Mail® and Priority Mail Express® Click-N-Ship® labels**, right in the shipping cart at checkout.
- All business customers registered on the Click-N-Ship® application on the usps.com® website are **automatically enrolled** in the program.

Promote USPS shipping options to small businesses

- Focus on **Priority Mail®** and **Priority Mail Express®**
- Promote use of **USPS Click 'n Ship®** online service

Increase customer retention / Reduce customer attrition - churn

- Reimagine, redefine and improve the USPS customer experience
- Extend customer lifetime – graduate customers based on their needs
- Grow relationship lifetime value **\$\$\$**

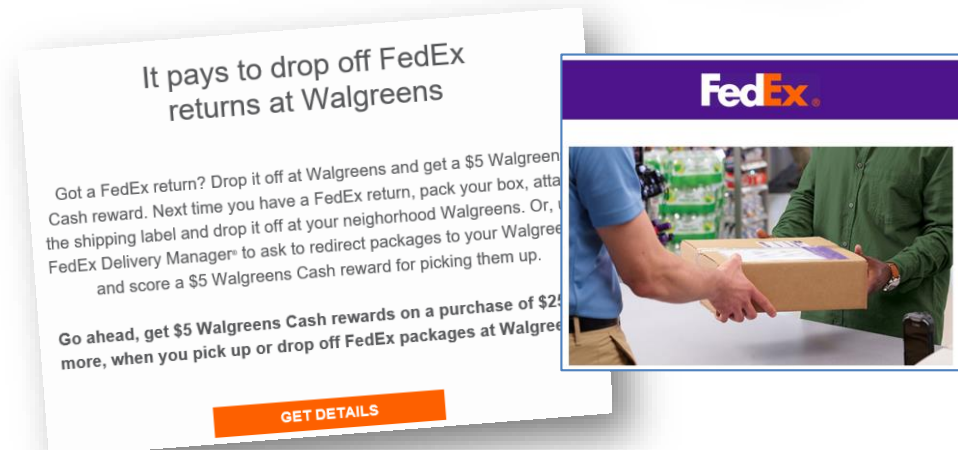
***Build stronger relationships with
our small business customers***



Competitors offer “Loyalty” value propositions

*“Earn a reward while keeping your packages secure this holiday season. When you set a preference to have all your holiday packages routed to a participating **UPS** Access Point retail location - Advance Auto Parts®, CVS®, or Michaels® - you can earn a gift card from that retailer.”*

*“Got a **FedEx** return? Drop it off at Walgreens and get a \$5 Walgreens Cash reward. Next time you have a FedEx return, pack your box, attach the shipping label and drop it off at your neighborhood Walgreens. Or, use FedEx Delivery Manager® to ask to redirect packages to your Walgreens, and score a \$5 Walgreens Cash reward for picking them up.”*



August 2020, Launch “Phase 1”

- Registered **business users** of Click-N-Ship earn credits on purchases of Priority Mail & Priority Mail Express, to **apply to future purchases**
- The Loyalty Program allows users to earn \$40 credit for every \$500 spent
- Bonus opportunities available (with first \$500 spend on PM/PME):

January 2021, Launch “Phase 2”

- **Loyalty Tiers** increase benefits as Click-N-Ship use and shipping volume grows, a great customer retention incentive
- **Landing Page** improves the overall customer experience



What is the Welcome Bonus?

- **New business account users** are eligible for the Loyalty Program Welcome Bonus.
- This allows **new business users** of the **Click-N-Ship®** application to earn a **one-time** Welcome Bonus of \$40 of credit following the first \$500 spent **on Priority Mail® and Priority Mail Express® labels**.
- The Welcome Bonus is ***in addition to*** the Base Tier Loyalty credit, where users earn \$40 of credit for each \$500 spent on Priority Mail® and Priority Mail Express® labels.
- What this means: Once a **new business user** completes the first \$500 of purchases, **a total of \$80** of credit is earned toward future purchases.
- After the first \$500 of purchases, users will continue to earn Base Tier Loyalty Program benefits thereafter.

What are the Loyalty Tiers and when will they go into effect?

- **Beginning in January 2021**, USPS launched “*Tiers*” within the USPS® Loyalty Program, which will grow benefits along with increased spending levels on Priority Mail® and Priority Mail Express® labels through the Click-N-Ship® application.
 1. **All Click-N-Ship® business users** are automatically enrolled in the **Base** Loyalty Program Tier once they ship with Priority Mail®, earning them \$40 of credit for each \$500 spent.
 2. When a business user spends \$10,000 on Priority Mail® and Priority Mail Express® labels in the prior calendar year, they will graduate to the **Silver Tier**, and begin to earn \$50 of credit for each \$500 spent.
 3. If a business user spends \$20,000 on Priority Mail® or Priority Mail Express® in the prior calendar year, they will graduate to the **Gold Tier** and earn Commercial Base Pricing.
- Spending will be assessed and Loyalty tiers assigned **at the start of each calendar year** thereafter, enabling business users to grow their benefits as volumes grow.

USPS Loyalty Program – *Benefits at a Glance*

Benefits	Tier	Base / Value	Silver	Gold
		Any Qualifying Purchase	Spend Level: \$10,000 +	Spend Level: \$20,000 +
Automatic Enrollment		*	*	*
Free C-N-S account set-up		*	*	*
Access to Loyalty Program dashboard website		*	*	*
Free Priority Mail Shipping Supplies		*	*	*
Free Package Pick-up		*	*	*
Welcome Bonus: \$40. earned credit ¹		*		
8% earned credit ²		*		
10% earned credit ²			*	
20 - 40% discount with Commercial Base pricing ³				*

1. "Welcome Bonus" is an earned credit on the first \$500. customer spend

2. Credits earned based on Tier Credit value per \$500. spend

3. Commercial Base pricing discounts are based on weight and zone combinations



Check Loyalty Points & Rewards

Is the USPS® Loyalty Program for “Click-N-Ship Business Pro®” or “Click-N-Ship®” customers?

- The USPS® Loyalty program is for registered ***business users*** of the “Click-N-Ship®” application only. “Click-N-Ship Business Pro®” users are **not** part of the program.

How long does it take for credits to show up in my Click-N-Ship® account?

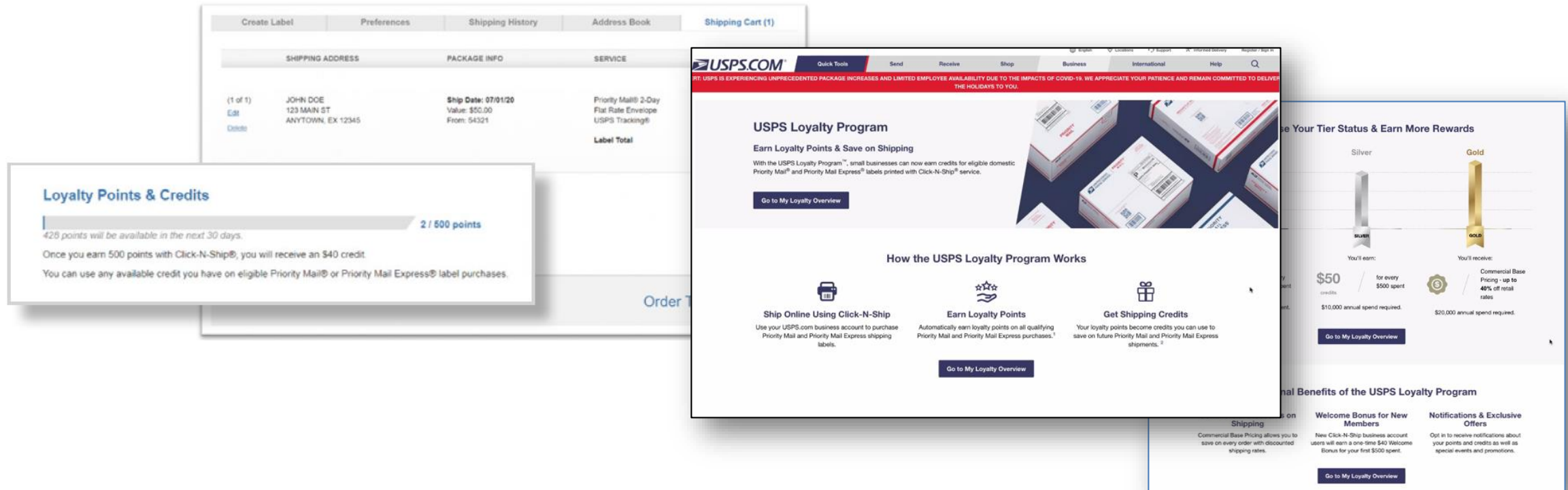
- Credits will be **available in the customer account 30 calendar days** after each \$500 spent on Priority Mail® and Priority Mail Express® labels.

Do credits issued by the USPS® Loyalty Program expire?

- Yes. Credits issued as part of the USPS® Loyalty Program will **expire one year** from the date of issuance.

Where can I check my credit balance for the USPS® Loyalty Program?

- Available credits are displayed in your shipping cart during the Click-N-Ship® checkout process and on the new Loyalty Program page on usps.com



Loyalty Points & Credits

428 points will be available in the next 30 days. **2 / 500 points**

Once you earn 500 points with Click-N-Ship®, you will receive an \$40 credit.

You can use any available credit you have on eligible Priority Mail® or Priority Mail Express® label purchases.

USPS Loyalty Program

Earn Loyalty Points & Save on Shipping

With the USPS Loyalty Program™, small businesses can now earn credits for eligible domestic Priority Mail® and Priority Mail Express® labels printed with Click-N-Ship® service.



[Go to My Loyalty Overview](#)

How the USPS Loyalty Program Works

- Ship Online Using Click-N-Ship**
Use your USPS.com business account to purchase Priority Mail and Priority Mail Express shipping labels.
- Earn Loyalty Points**
Automatically earn loyalty points on all qualifying Priority Mail and Priority Mail Express purchases.*
- Get Shipping Credits**
Your loyalty points become credits you can use to save on future Priority Mail and Priority Mail Express shipments.†

[Go to My Loyalty Overview](#)

Your Tier Status & Earn More Rewards

Silver	Gold
	
You'll earn:	You'll receive:
\$50 credits for every \$500 spent	Commercial Base Pricing - up to 40% off retail rates
\$10,000 annual spend required.	\$20,000 annual spend required.

[Go to My Loyalty Overview](#)

Additional Benefits of the USPS Loyalty Program

- Shipping on Commercial Base Pricing**
Commercial Base Pricing allows you to save on every order with discounted shipping rates.
- Welcome Bonus for New Members**
New Click-N-Ship business account users will earn a one-time \$40 Welcome Bonus for your first \$500 spent.
- Notifications & Exclusive Offers**
Opt in to receive notifications about your points and credits as well as special events and promotions.

[Go to My Loyalty Overview](#)

Is there a limitation, cap, or ceiling on the amount of credits I can earn as part of the USPS® Loyalty Program?

- No. **There is no cap** or ceiling on the amount of credits that you can earn as a USPS® Loyalty Program customer. You continue to earn credits based on your assigned loyalty tier for each \$500 spent. There is no ceiling on the amount spent. After January 2021, there is an increase in benefits through applications of tiers for purchases.

Are there any circumstances where the credits can be used outside of the Click-N-Ship® application?

- The USPS® Loyalty Program applies **only to business user purchases of Priority Mail® and Priority Mail Express® labels through the Click-N-Ship® application.** Credits earned can only be applied to future purchases of these products through the Click-N-Ship application.

What USPS services offered in the Click-N-Ship® application earn credit for eligible customers as part of the USPS® Loyalty Program?

- The USPS® Loyalty Program allows users to earn credits only for purchase of **Priority Mail®** and **Priority Mail Express®** labels using the Click-N-Ship® application
- No other services are part of the Loyalty Program at this time, *but stay tuned for “Phase 3”*



How do I register for the USPS® Loyalty Program?

- There is **no registration required**.
- **New and existing registered business users of the Click-N-Ship®** application will be automatically enrolled in the USPS® Loyalty Program.

How are labels refunded for USPS® Loyalty Program customers?

- The refund policy for labels will follow the current Click-N-Ship® refund process.

Can I unenroll from the USPS® Loyalty Program?

- As business user, you can elect not to use the credits that you earn. No action is required.
- Credits will automatically expire one year from the date issued.

How do I get to the Loyalty Program?

- USPS.com/smallbusiness webpage
 - Hot Link to Loyalty webpage
- USPS.com/CNS website
 - Strategic positioning
 - Banner ads
 - Rotating features
- Here is the URL:

<http://www.usps.com/loyalty>



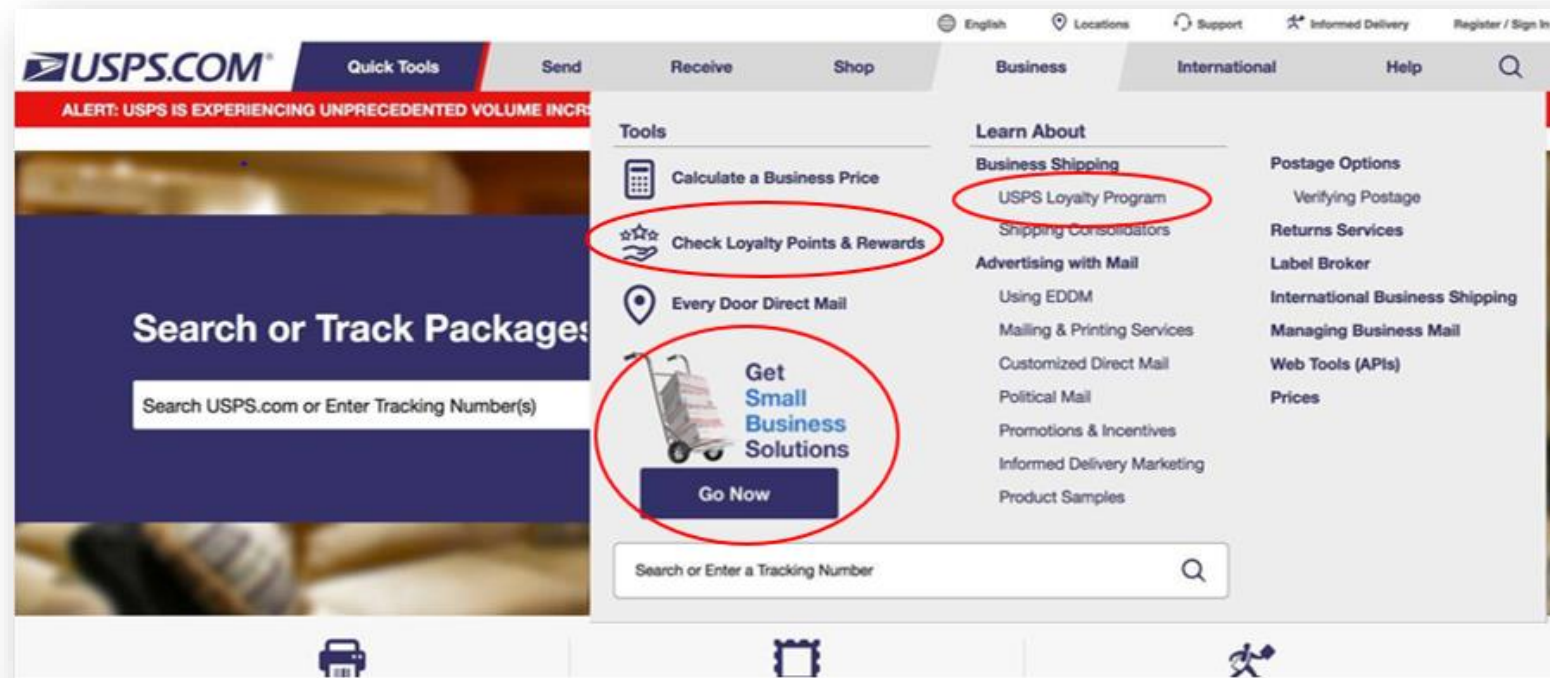
The collage illustrates the navigation path to the USPS Loyalty Program website. It features four screenshots of the USPS.com interface:

- Top Screenshot:** Shows the 'Small Business Solutions' page. A red circle highlights the 'Print Postage Lab' link in the 'Tools' section.
- Middle Screenshot:** Shows the 'Print Postage Lab' page. A blue banner reads 'Earn More Loyalty Rewards'. A red circle highlights the 'Learn More' button.
- Bottom-Left Screenshot:** Shows the 'USPS Loyalty Program' overview page, detailing how to earn points and save on shipping.
- Bottom-Right Screenshot:** Shows the 'Increase Your Tier Status & Earn More Rewards' page, featuring a tier chart with Silver and Gold levels and associated benefits.

Red curved arrows indicate the flow from the top screenshot to the middle screenshot, and from the middle screenshot to the bottom-right screenshot.

How do I get to the Loyalty Program? Something **NEW**:

- *USPS.com* **Top Listing**: Business > Business Shipping > *USPS Loyalty Program*
- “Stars-In-Hand” Check Loyalty Points & Rewards
- “Get Small Business Solutions” Hot Link

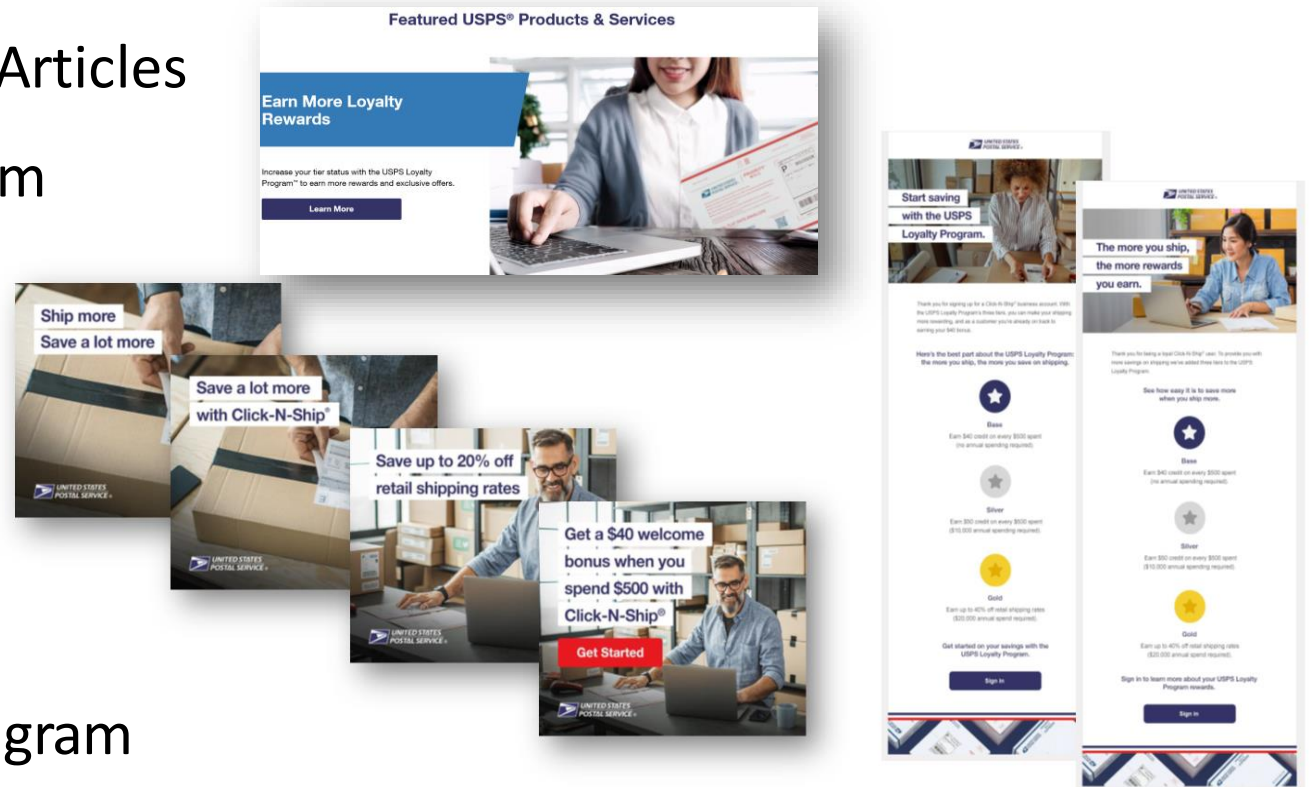


Internal Messaging:

- USPS user Screen Saver & Scroll on user terminals
- Retail Digest, Postal Bulletin, LINK Articles
- Quick link and banners on usps.com

External Messaging:

- SEO (Search Engine Optimization)
- Website Banner Ads
- Targeted email campaign
- Social Media – Facebook and Instagram



Loyalty at Retail

- **POS Receipt messaging**

- Wide distribution: every customer gets a receipt
- All POS terminals and self-service kiosks
- Messaging:

“Earn rewards on your business account purchases of Priority Mail® labels with the USPS Loyalty program by using Click and Ship®.

Visit www.usps.com/smallbizloyalty for more info.”

- Specific customer engagement tracking with definitive metrics
- ***Launched nationally in March in over 18,000 post offices***



Is anyone signing up for Click-N-Ship® and using the USPS Loyalty Program?

- ***Yes!*** So far:
 - Over 500,000 business customers have qualified for the **Base Tier**
 - Thousands of business customers have qualified for the **Silver Tier and Gold Tier**
 - **Millions of transactions** from *new* small business customers

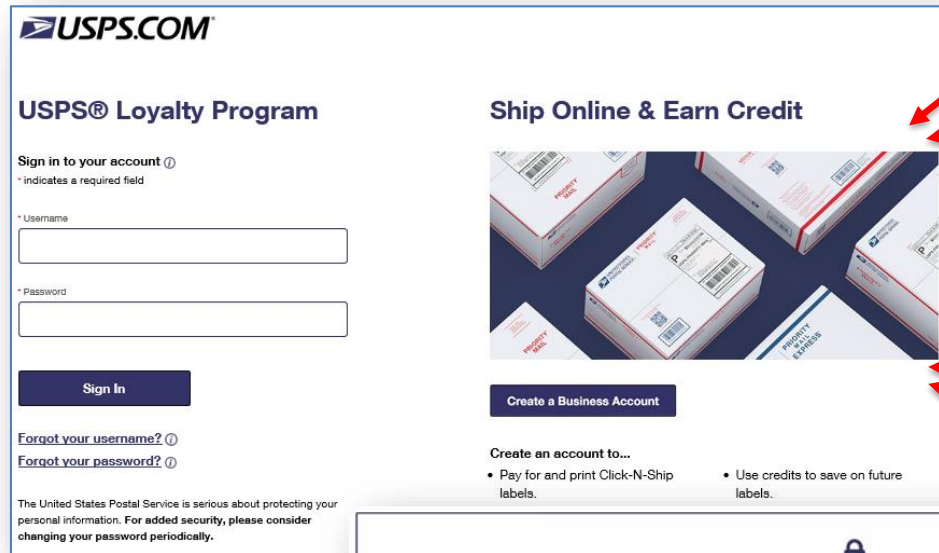
Click-N-Ship® and Priority Mail® meets these customers' needs!

The USPS Loyalty Program *adds value* and builds the relationship!

How do I sign up?

- Here is the URL:

<http://www.usps.com/loyalty>



USPS.COM

USPS® Loyalty Program

Sign in to your account ⓘ
* indicates a required field

* Username


* Password

Sign In

[Forgot your username? ⓘ](#)
[Forgot your password? ⓘ](#)

The United States Postal Service is serious about protecting your personal information. For added security, please consider changing your password periodically.

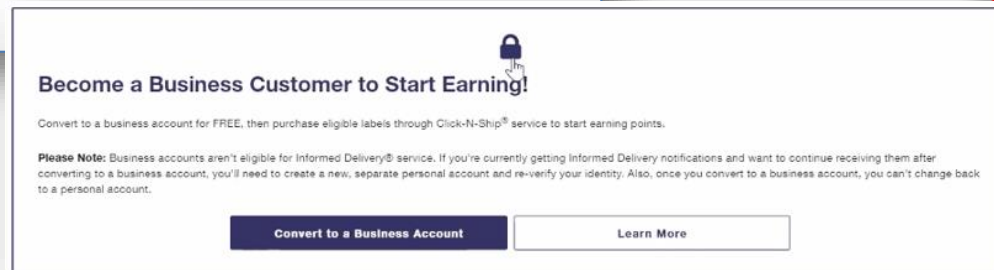
Ship Online & Earn Credit



Create a Business Account

Create an account to...

- Pay for and print Click-N-Ship labels.
- Use credits to save on future labels.

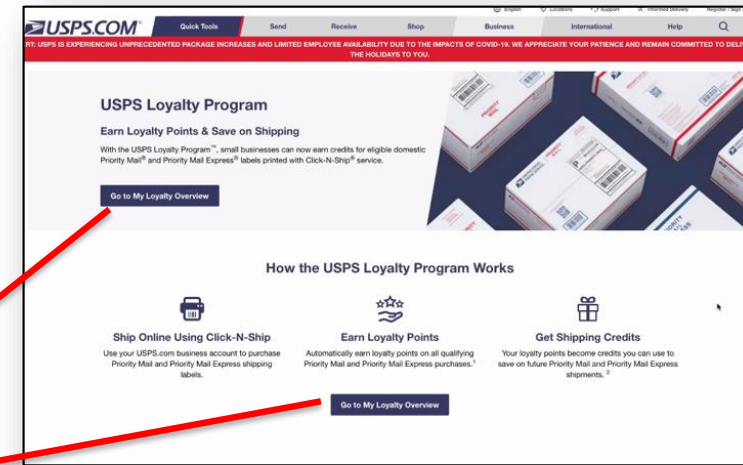


Become a Business Customer to Start Earning!

Convert to a business account for FREE, then purchase eligible labels through Click-N-Ship® service to start earning points.

Please Note: Business accounts aren't eligible for Informed Delivery® service. If you're currently getting Informed Delivery notifications and want to continue receiving them after converting to a business account, you'll need to create a new, separate personal account and re-verify your identity. Also, once you convert to a business account, you can't change back to a personal account.

Convert to a Business Account [Learn More](#)



USPS.COM Quick Tools Send Receive Shop Business International Help

USPS IS EXPERIENCING UNPRECEDENTED PACKAGE INCREASES AND LIMITED EMPLOYEE AVAILABILITY DUE TO THE IMPACTS OF COVID-19. WE APPRECIATE YOUR PATIENCE AND REMAIN COMMITTED TO DELIVER THE HOLIDAYS TO YOU.

USPS Loyalty Program

Earn Loyalty Points & Save on Shipping

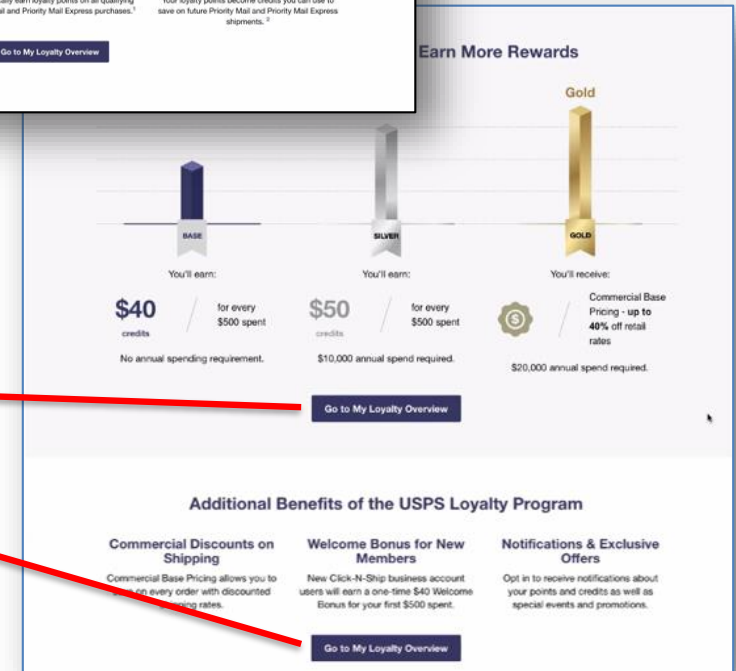
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- Earn Loyalty Points**
Automatically earn loyalty points on all qualifying Priority Mail and Priority Mail Express purchases.™
- Get Shipping Credits**
Your loyalty points become credits you can use to save on future Priority Mail and Priority Mail Express shipments.™

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Earn More Rewards

BASE	SILVER	GOLD
You'll earn:	You'll earn:	You'll receive:
\$40 credits for every \$500 spent	\$50 credits for every \$500 spent	Commercial Base Pricing - up to 40% off retail rates
No annual spending requirement.	\$10,000 annual spend required.	\$20,000 annual spend required.

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Additional Benefits of the USPS Loyalty Program

- Commercial Discounts on Shipping**
Commercial Base Pricing allows you to save on every order with discounted shipping rates.
- Welcome Bonus for New Members**
New Click-N-Ship business account users will earn a one-time \$40 Welcome Bonus for your first \$500 spent.
- Notifications & Exclusive Offers**
Opt in to receive notifications about your points and credits as well as special events and promotions.

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USPS Loyalty Program



Visit the Loyalty Program home page at: <http://www.usps.com/loyalty>

<http://www.usps.com/smallbusiness>