

# 2021 Mailing Promotions and Beyond

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# USPS Mailing Promotions

The purpose of the Mailing Promotions is to:

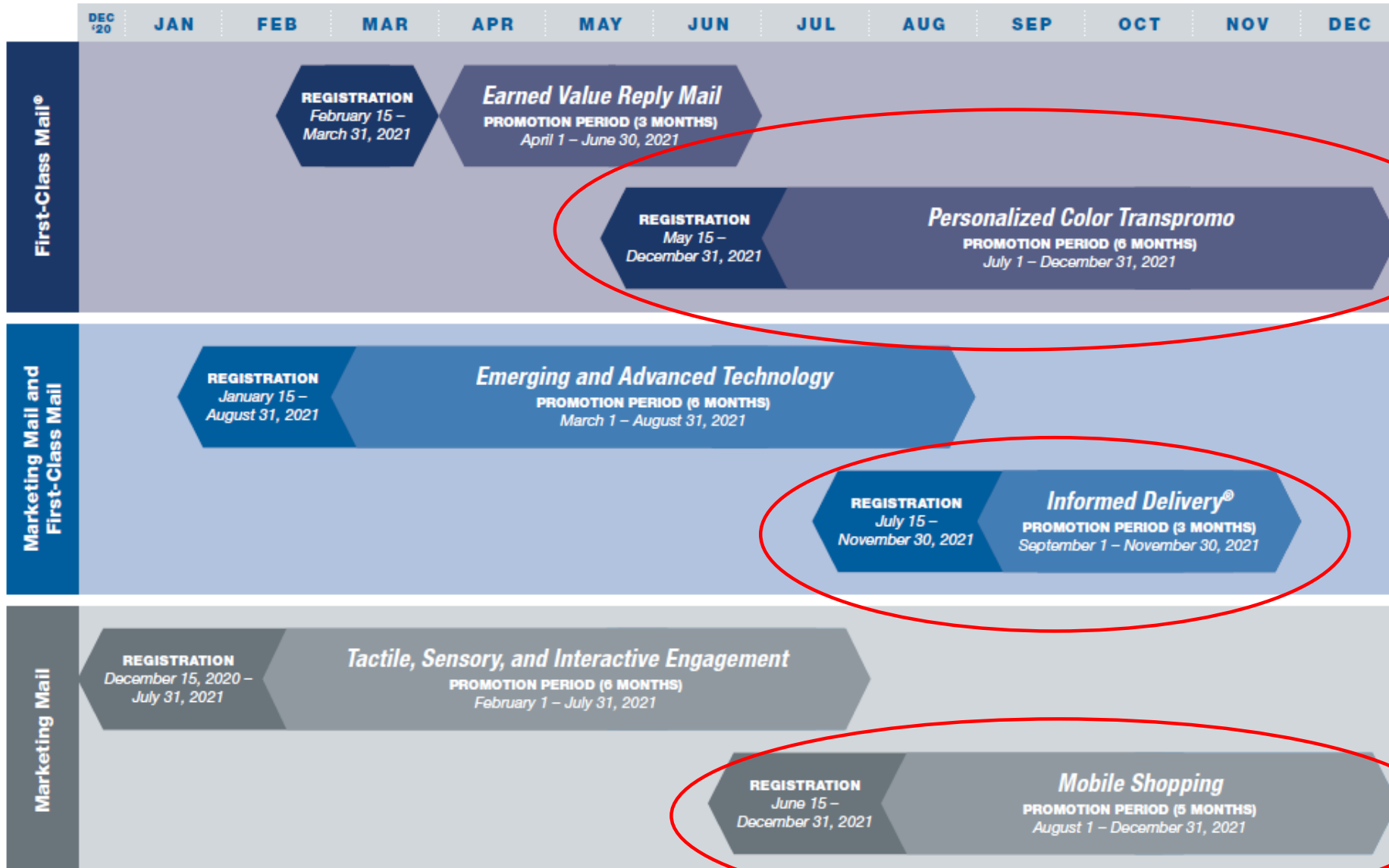
- Increase recipient engagement with the mailpiece
- Increase the response rate to a mailpiece

Long-term strategy: help drive value for the mailer, and they'll continue to use the mail! (→ *maintain/grow revenues!*)

Extensive research completed to:

- Identify trends in marketing, technology, and print industry
- Find tools/techniques that pair well with mail
- Position mail within integrated campaigns
- Leverage what mail does best!

# 2021 Mailing Promotions Calendar



# 2021 Promotions - Personalized Color Transpromo

- **Timeframe:**

- July 1 – Dec 31 (6 months)

- **Mail Class:**

- First-Class Mail presort and automation letters
- Bills and Statements only

- **Discount:**

- 2% Eligible Mailpieces

Encourage marketers, advertisers, mailers, etc., to incorporate marketing messages that are highlighted through the use of color, dynamic variable print and personalization

**All participants** need to include a **full color** marketing message and/or visualization of account data in two or more colors not including black, white, or grayscale

**Previous participants** need to meet the **personalization requirement**

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## Marketing or consumer messages include:

- Rewards/Loyalty program incentives
- Renewal offers and incentives
- Cross Sell or Upsell Promotions
- Coupons for products/services

## Two ways to meet the personalization requirement:

- Messaging is personalized to the recipient at the individual level
- Marketing messaging unique to the individual
- Color visualizations of account data

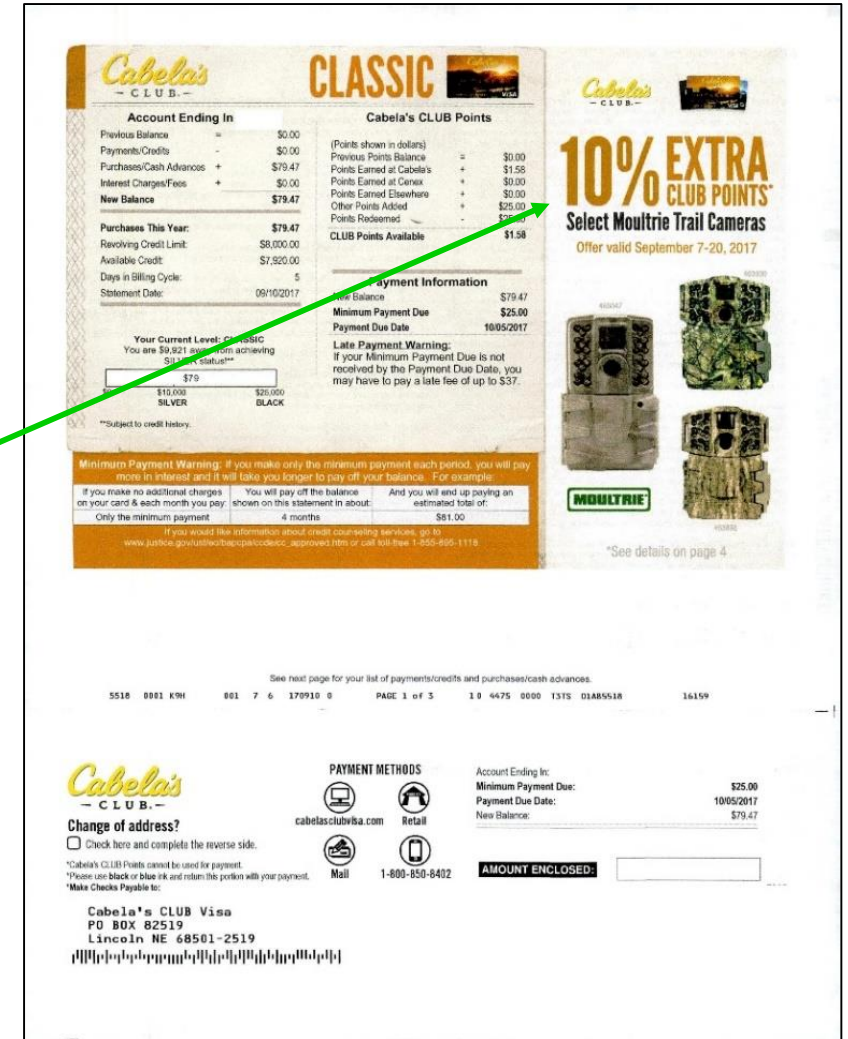
**OR**

- Messaging targets ***multiple customer segments*** based on demographics, psychographics, customer behavior, or other characteristics.
- Different rewards cards offers to customers based on their spending amounts
- Different promotional offers to customers based on their account spending habits.

# Statements that Boost the Bottom Line

Recent survey findings on bills/statements.<sup>1</sup> To elevate value, customers want to see:

- Money Saving Tips
- Ways to Get More Benefit From Their Services
- Historical/Comparative Data
- FICO Score



<sup>1</sup> Gartner Survey, 2019  
Image courtesy of Cabela's

# Proposed 2021 Promotions – Mobile Shopping

- **Timeframe:**
  - August 1 – December 31 (5 months)
- **Mail Class:**
  - Marketing Mail letters and flats
  - Nonprofit Marketing Mail letters and flats
- **Discount:**
  - 2% Eligible Mailpieces

The 2021 Mobile Shopping promotion encourages mailers to integrate mobile print technology with direct mail, thus creating a convenient method for consumers to do their online shopping.

The mailpiece must include:

- Mobile print technology that can be read, scanned, or activated by a mobile device
- Technology leads the recipient to a mobile-optimized shopping website with the ability to complete a financial transaction

Inquiries may be sent to: [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

# 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.

**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:

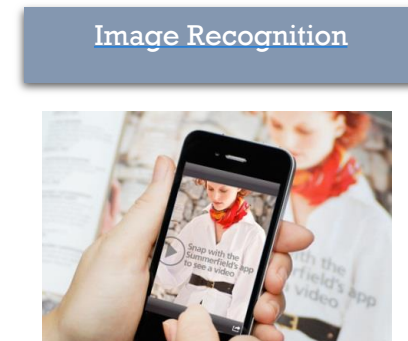
- Those where an item such as a hard copy certificate, thank you note or voucher is mailed via the USPS to the recipient upon purchase/donation (does not include invoices, billing statements or receipts)
- A mailpiece containing a Business Reply Mail (BRM), Courtesy Reply mail (CRM) or Share Mail™ (Alternate Postage) enclosure.



# Mobile Print Technology's

Qualifying technologies include, but aren't limited to:

- Open-sourced barcodes (such as QR Codes, dotless or Datamatrix code)
- Image embedded with a digital watermark
- Intelligent print image recognition (including an enhanced augmented reality experience, shoppable video)
- Newer print technologies such as animated QR codes and integration with voice assistant



## Mobile Print Technology continued

**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.

**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.

**Voice Assistant:** 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.

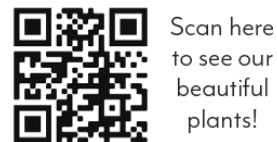
# Mobile Print Technology Placement and Directional Copy

Mobile Print Technology Placement 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
  - Indicia zone or the barcode clear zone on the outside of the mailpiece.

**Directional Copy:** The physical mailpiece must contain text near the mobile print technology or image providing guidance to the consumer to scan the technology image with specific information about the landing page. Consumers will be more likely to engage with your mailpiece

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



Acceptable Directional Size



Unacceptable Directional Size

# Examples of mailpieces

An invite with augmented reality including a Scan to purchase


## Honey's Apple Farm



*Dear Happy,  
Come out and enjoy the day  
picking apples and making new  
friends. Take a hayride, explore a  
hay maze, enjoy crafts, food, and  
family activities. Not able to join  
us?*

**Purchase is easy. Scan  
the apple basket below to  
start shopping.**

Get the AR  
App at  
USPSAR.C  
OM



PRSRM MKT  
POSTAGE & FEES  
PAID  
HONEY'S FARM  
PERMIT NO. 12345

Happy Mail  
475 L'Enfant Plz SW  
Washington, DC 20260-5520

## Examples continued

Today's Top Trending Toys



**SPECIAL OFFER**  **ONLY \$9.95**

Discover even more great gifts by scanning the QR code to browse & shop.



some imported parts, this Santa makes a statement wherever placed. A black bear stands nearby (also doubles as footrest).

1494 SANTA (30"W X 20"D X 72"H)

\$995 {\$25}

1495 BLACK BEAR (30"W X 10"D X 18"H)

\$295



Scan here  
to shop our  
mobile website.



# 2021 Informed Delivery ® (ID) Promotion

## What is Informed Delivery?

- Informed Delivery is a consumer-facing feature that provides consumers the opportunity to digitally preview their household mail and manage packages arriving soon;
- For business mailers, it allows them to conduct an “interactive marketing campaign” which integrates colorful and interactive campaign elements which could enhance and extend the mail moment for consumers, thus reaching their target audiences on a digital channel.
- The purpose of the ID *Promotion* is to encourage business mailers to incorporate Informed Delivery into their Direct Mail campaigns and create a positive consumer experience throughout the campaign.

# 2021 ID Promotion Overview

**Discount Amount:** 2% of eligible postage. The discount is calculated in *PostalOne!*® 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. The discount is applied to the normal postage prices listed in the published Price List

**Promotion Registration Period:** July 15, 2021 –November 30, 2021

**Promotion Period:** September 1, 2021 –November 30, 2021

## Eligible Mail:

First-Class Mail® automation letters, postcards, and flats

USPS Marketing Mail™ automation letters and flats

Nonprofit USPS Marketing Mail™ automation letters and flats

## Ineligible Mail:

Non-automation mail (letters, postcards, and flats)

Saturation mail flats

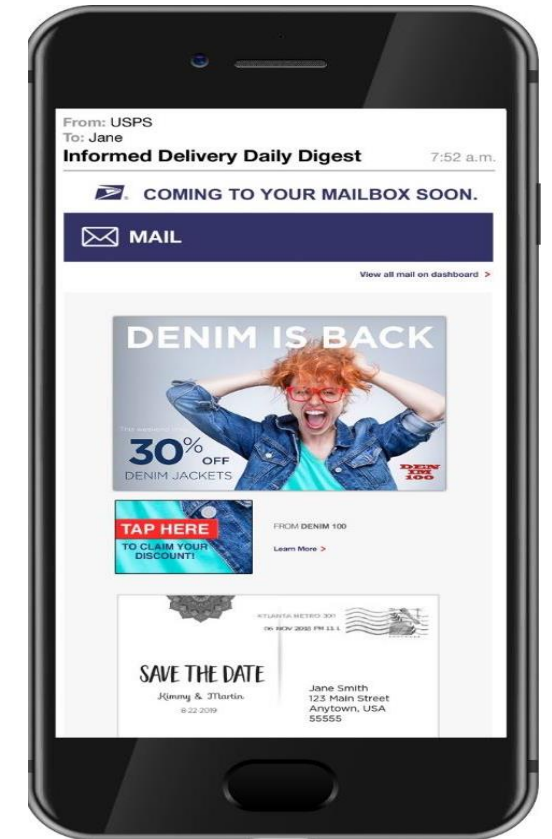
Destination Delivery Unit (DDU) flats

Every Door Direct Mail (EDDM) letters, postcards and flats

Detached Address Label/Detached Marketing Label flats

Business-to-Business or Business-to-Institution/Campus mailings

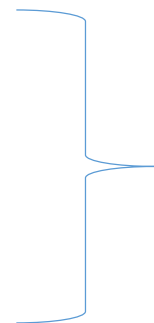
Package campaigns are ineligible



# 2021 ID Promotion Components

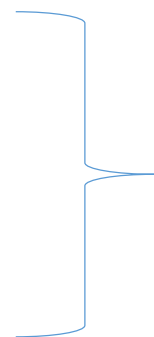
## Components of an Informed Delivery Campaign

- Ride-along image
- Call-to-Action
- Live (functioning) URL



Required for all submissions

- 
- Representative image
  - PDF of Front of physical mailpiece
  - PDF of Back of physical mailpiece



Required for flat mail – optional for letter mail



# Informed Delivery Promotion – Ride Along/URL

## Ride-along Image requires a strong Call-to-action (CTA)

- Messaging cannot encourage online bill payment/elimination of mail (ex., “Tap here to go paperless” or “Click here to pay your bill online”).
- CTA has minimum size requirements and color contrast requirements
- Destination URL must be HTTPS
- Destination URL landing page cannot require email to access site

Mailpiece



Ride-along Image



# ID Promotion: Acceptable CTA

Examples of a Strong Call-to-Action (CTA)

Shown below are examples of acceptable CTAs designed to drive click-throughs.

Manage account

View account

Click here to donate

Get 25% off

Get your instant quote

Claim your free gift

Secure your home

Earn 1.5% cash back

Sign up for summer programs

Apply now

Open an account now

Download the app here

See offers

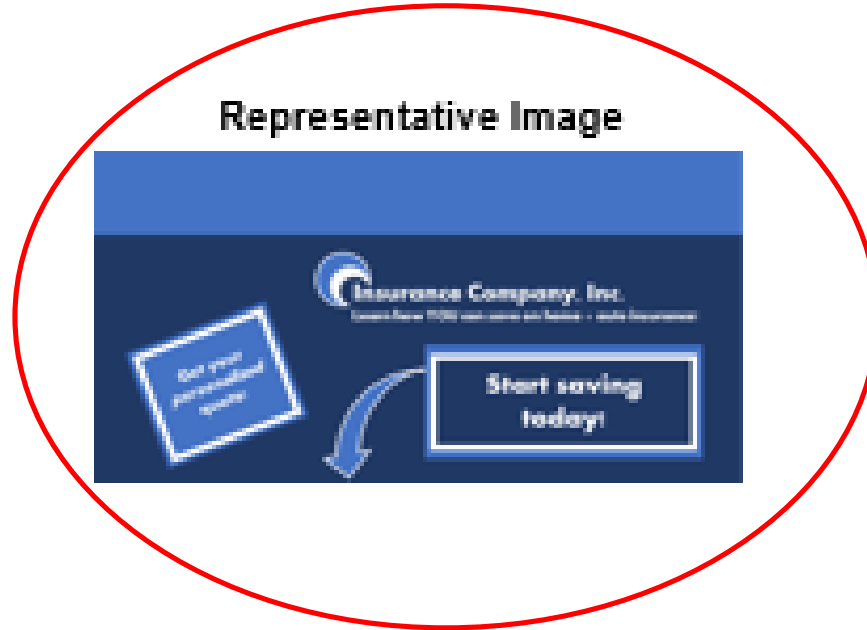
Click here for additional deals

# Informed Delivery Promotion Representative Images

Mailpiece



Representative Image



Ride-along Image



- Representative image modifies address block with information supporting the call to action
- Cohesive look, feel and message across all images and the physical mailpiece
- Must be in color

# ID Promotion: Check List

Complete each step below to participate in the 2021 ID Promotion discount:

- ✓ Complete the 2021 ID Promotion registration on the BCG.
- ✓ Submit the campaign elements to the ID Promotion Office via email ([Promotion-InformedDelivery@usps.gov](mailto:Promotion-InformedDelivery@usps.gov)) prior to mailing to receive authorization to claim the promotion
  - ✓ Ride-along Image with a clear Call-to-Action
  - ✓ Ride Along Image must include the active (live) URL and be HTTPS
  - ✓ Representative image (required for flat sized mail; optional for letter mail); If used – PDF of the front (address side) and a PDF of the back (non-address side) of the physical mailpiece must be include in the submission.
- ✓ Create the Postage Statement which includes the following information for the Informed Delivery mailpieces:
  - ✓ Informed Delivery Promotion Component Characteristics Record (CCR) file “PI” (Mail.dat/Mail.XML)
  - ✓ MIDs and IMb Serial Number Ranges
- ✓ Provide hard copy mailpiece(s) to BMEU personnel at the time of the mailing

# Proposed 2022 Promotions

- **2022 Promotions – Price Change Filing (5/28)**

- **Tactile Sensory Promotion:** Increasing discount from 2 to 4% and adding FCM
- **Emerging Technology Promotion:** Creating tiered discount structure 2 – 3%

- 2% Eligible Techniques**

- “Enhanced” AR
  - Basic Integration with Voice Assistant

- 3% Eligible Techniques**

- Video in Print Technology
  - Advanced Integration with Voice Assistant
  - NFC
  - Virtual Reality (VR)/Mixed Reality (MR)

- **Color Transpromo Promotion:** Increasing discount from 2 to 3%
- **Mobile Shopping Promotion:** Shortening 5 to 4 months (Sept – Dec)
- **Informed Delivery Promotion:** Increasing from 3 to 5 months and increasing the discount from 2 to 4 %

- **Promotion with No Proposed Changes:**

- **Earned Value Promotion:** No changes have been proposed (2 cent credit per piece, no mailer thresholds)

# PROPOSED 2022 MAILING PROMOTIONS CALENDAR

JAN – FEB – MARCH

APRIL – MAY – JUNE

JULY – AUG – SEPT

OCT – NOV – DEC

**FIRST-CLASS MAIL®**



**MARKETING MAIL® AND FIRST-CLASS MAIL**



**MARKETING MAIL**



**Subject to RBC Approval**

# Resources

- PostalPro: <https://postalpro.usps.com/promotions>
  - Requirements documents
  - Webinar links, slides, and recordings
- Inboxes:
  - [tactilesensorypromo@usps.gov](mailto:tactilesensorypromo@usps.gov)
  - [FCMColorPromotion@usps.gov](mailto:FCMColorPromotion@usps.gov)
  - [EmergingTechPromo@usps.gov](mailto:EmergingTechPromo@usps.gov)
  - (Mobile Shopping): [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)
  - [earnedvalue@usps.gov](mailto:earnedvalue@usps.gov)
  - [Promotion-InformedDelivery@usps.gov](mailto:Promotion-InformedDelivery@usps.gov)

# Additional Resources

## Registration

<https://gateway.usps.com>

## **PostalOne! Helpdesk (as of July 1):**

Mailing & Shipping Solutions Center (MSSC) helpdesk:

- Phone: 1-877-672-0007 (In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (*PostalOne!*) for assistance )
- email: [MSSC@usps.gov](mailto:MSSC@usps.gov).

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)

## **Assistance with Informed Delivery Campaigns:**

- For assistance with developing and submitting Informed Delivery campaigns via the **Mailer Campaign Portal** contact [\*\*USPSInformedDeliveryeDoc@usps.gov\*\*](mailto:USPSInformedDeliveryeDoc@usps.gov)