2022

EARNED VALUE PROMOTION

Earn postage credits for future mailings





PROMOTION OVERVIEW

Build engagement, and earn credit to boot

With the Earned Value Promotion, mailers earn a \$0.02 per mailpiece credit by using Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail to let their customers engage easily and efficiently. Then, they can apply those credits to future mailings using presort and automation First Class Mail* and USPS Marketing Mail*.



EARN A \$0.02 PER MAILPIECE CREDIT WITH:



Business Reply Mail



Courtesy Reply Mail



Share Mail

APPLY THOSE CREDITS TO:



First Class Mail® cards, letters, and flats

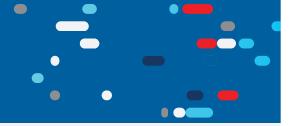


USPS Marketing Mail® letters and flats

Mark your calendar



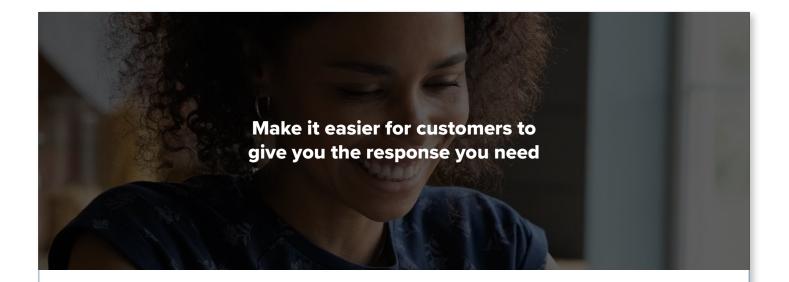
PROMOTION FEATURES:





Make it a conversation

Give your customers the tools they need to respond to you, make a payment, or spread the word





Business Reply Mail



Courtesy Reply Mail



Share Mail

\$0.02 CREDIT PER MAILPIECE

QUICK START



1 Select an Eligible Mail Option

Earn credits with:

Eligible Reply Mail Options

- O Business Reply Letter Mail
- O Courtesy Reply Letter Mail
- O Share Mail

Ineligible Reply Mail Options

- O Permit Reply Mail
- O Ballot Returns

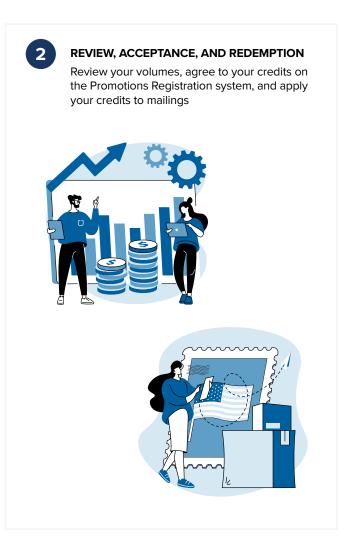
Redeem credits with:

Eligible Mail Options

- First-Class Mail® Presort and Automation cards, letters and flats
- USPS Marketing Mail[™] letters and flats

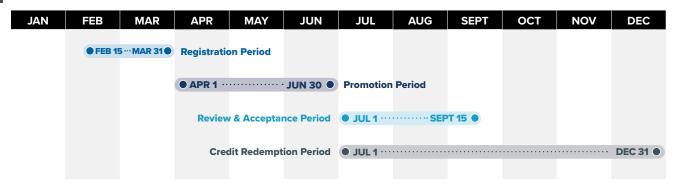
2 Promotion Process at a Glance







1A Program Information



Discount Amount

\$0.02 CREDIT PER MAILPIECE

Earned Value

Earned Value Credits are earned on BRM, CRM, and Share Mail that are scanned during the promotion period, April 1–June 30, 2022. The credits will not be earned on pieces scanned after June 30, 2022, even if the outbound mailpieces were sent prior to that date. The count of BRM, CRM, and Share Mail pieces will be based on scans during mail processing and may vary from the participant's counts. For the purpose of this promotion, USPS* will calculate the credits based on piece counts resulting from the scans captured during mail processing and computed by the Share Mail system.

1B Promotion Process

REGISTRATION PERIOD

- Select one or more Customer Registration Identifications (CRIDs).
- Select one or more Mailer Identifications (MIDs) to be used on reply mail pieces and Share Mail pieces.
- Select the permit(s) where the future credits will be applied.

PROMOTION PERIOD

- USPS calculates your credits based on piece counts resulting from scans captured during mail processing and computed by the Share Mail system.
- Monitor your Activity Report in the Program Registration tool on a weekly basis and contact the Promotions Office if the piece counts do not look accurate.

REVIEW & ACCEPTANCE PERIOD

- Carefully review your volumes for agreement in the Program Registration system.
- Agree to your credits in Program Registration by September 15, 2022 otherwise, they will expire.
- See Promotions Details for information on confirming Business Reply Mail (BRM) counts.

CREDIT REDEMPTION PERIOD

- Credits can be applied to the following mailings using the permit(s) selected at registration:
 - First-Class Mail® Presort and Automation letters, cards, and flats
 - USPS Marketing Mail® letters and flats
- Submit mailings electronically via Mail.dat, Mail.XML, or Postal Wizard and claim the following incentive code in the CCR field or Postal Wizard dropdown menu:



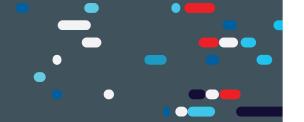
Spend credits by December 31, 2022 before they expire.

NOTE:

- If a participant has selected a Meter permit, credits can only be applied to postage balances that are due at the time of mailing and cannot be credited to metered amounts.
- Earned Value Credits can be applied to mailings claiming another promotion.

Contact the Promotions Office

If you have questions about the promotion, credits, or requirements, feel free to email the Promotions Office at EarnedValue@USPS.gov.



REGISTRATION PERIOD

Registration Period FEB 15 MAR 31

APR 1 JUN 30

eview & Acceptance Period
JUL 1 ········· SEPT 30

Credit Redemption Period

JUL 1 DEC 31

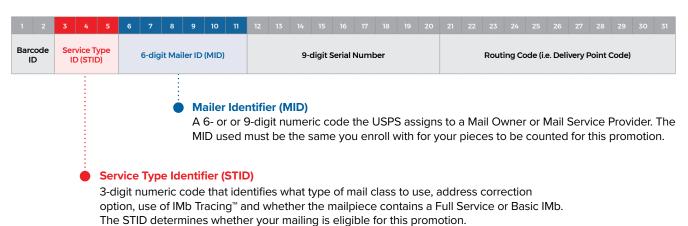
Prior to enrolling in the Earned Value Promotion, review the information below regarding Service Type Identifiers (STIDs) and Mailer IDs (MIDs). Understanding and using correct and accurate STIDs helps ensure that your reply mailpieces qualify for the promotion. Understanding and enrolling the correct MIDs ensures that your qualifying reply mailpieces and Share Mailpieces are counted and that you receive your credits for participation.



Note that enrollment takes place in the USPS*
Business Customer
Gateway (BCG). For detailed information on the enrollment process, go to the Earned Value
BCG Registration
Process section.

Example Intelligent Mail Barcode (IMb)

Intelligent Mail Barcodes (IMbs) are comprised of 31 digits that signify the barcode ID, service type ID (STID), mailer ID (MID), serial number, and routing code. Participants should check the barcodes on their reply pieces before registering to make sure they are eligible for this promotion.



Having trouble understanding your barcode? Contact a USPS Mail Design Analyst for help.





Barcode Requirements

Prior to registration, USPS* recommends reviewing the Intelligent Mail barcodes on your mailpieces to ensure they are properly barcoded.



BRM Eligible STIDs

BRM Reply STIDs	Ineligible STIDs
708 072 052 032	777 701 778 051 779



CRM Eligible STIDs

CRM Reply STIDs	CRM Reply Ineligible STIDs
703 070 050 030	700



Share Mail Eligible STIDs

	Share Mail Reply STIDs
733	734

MID Requirements

The 2022 Earned Value Promotion provides participants with credits on qualifying BRM/CRM/Share Mail mailpieces with an Intelligent Mail barcode. The encoded IMb with registered Mailer ID(s) will be read during mail processing and counted. These pieces are counted during the promotion period that runs from April 1–June 30, 2022.

It is important to review your MIDs before you enroll. If you are not properly enrolled, reply pieces will not be counted and you will not receive your credits.

Enrollment

To earn credits through the Earned Value Promotion, all participants must be enrolled in the promotion prior to the promotion period. Registration opens February 15, 2022, and must be completed by March 31, 2022. For information on enrollment, see the Earned Value Resources section.

During the enrollment process, participants must register their MID(s) and select the permit(s) to which future credits will be applied. To do so, participants:

- 1. Select one or more Customer Registration Identifications (CRIDs).
- 2. Select one or more Mailer Identifications (MIDs) to be used on reply mail pieces and Share Mailpieces.
- 3. Select the permit(s) where the future credits will be applied.



If a mail service provider (MSP) is enrolling on behalf of a customer, they must use customer MIDs and clearly identify the customer during enrollment.



PROMOTION PERIOD

Registration Period

Promotion Period
APR 1 JUN 30

Review & Acceptance Period

JUL 1 SEPT 30

Credit Redemption Period
JUL 1 DEC 31

Earned Value Credits are earned on BRM, CRM, and Share Mail mailpieces scanned during the Promotion Period, which runs from April 1 through June 30, 2022. Credits will not be earned on pieces scanned after the end of the Promotion Period, even if the outbound mailpieces were sent prior to that date.

Earned Value Credits of \$0.02 per reply mailpiece or Share Mailpiece are calculated at the conclusion of the Promotion Period based on each CRID and may vary from the participant's counts.



TIP

USPS* strongly encourages customers to monitor their Activity Report, found in the Program Registration Tool, on a weekly basis. Scans may fluctuate from day to day on the report, so comparing volumes on a weekly basis is a better way to monitor counts. In the event accounts appear inaccurate, **please contact the Promotions Office as soon as possible.** A correction can be made after enrollment to start counting credits. However, note that USPS cannot retroactively count credits, which can only be counted moving forward for added MIDs.

REVIEW & ACCEPTANCE PERIOD

Registration Period FEB 15 MAR 31

Promotion Period
APR 1 JUN 30

Review & Acceptance Period

JUL 1 SEPT 30

redit Redemption Period

JUL 1 DEC 31

Credit Acceptance Process

Participants have from July 1 through September 15, 2022, to review and accept their mail volumes and credits accrued during the promotion period. The Credit Redemption Period begins when participant accepts their credits and runs through December 31, 2022.

Please note that:

- Credit acceptance takes place in the Program Registration system.
- Credits not accepted by the deadline of September 15, 2022 will expire and cannot be redeemed.
- Participants should make note of the permit they select during enrollment. This permit will be used for mailings where the participants can redeem their credits.

Confirming Business Reply Mail (BRM) Counts

Participants who, on review, believe their BRM mailpiece counts are incorrect should contact the Promotions Office for review. To initiate a review, email the information below to the Promotions Office at earnedvalue@usps.gov:

- MID(s) for BRM volume.
- Number of BRM reply pieces that your records indicate you received during the Promotion Period (April 1– June 30, 2022).
- Documentation of BRM piece counts and dates in the form of BRM invoice or other reports from PostalOne!
- PDF samples of the front side of the BRM envelope(s) showing the IMb.



CREDIT REDEMPTION PERIOD

Registration Period

Promotion Period

eview & Acceptance Period
JUL 1 ········· SEPT 30

Credit Redemption Period

JUL 1 DEC 31

Earned Value Credits can be redeemed once the participant accepts them in the Program Registration system. Acceptance must occur prior to September 15, 2022, or the credits will expire and cannot be redeemed.

Earned Value Credits can be applied to postage for future mailings of:

- USPS First-Class Mail® Presort and Automation cards, letters and flats
- USPS Marketing Mail® letters and flats
- USPS Marketing Mail® Nonprofit letters and flats

Participants must submit mailings of eligible mail electronically via Mail.dat, Mail.XML or Postal Wizard and claim the incentive code RR in the CCR field, or use the dropdown menu in Postal Wizard.

When redeeming Earned Value Credits, please note the following:

- To apply Earned Value Credits, mailers must use the permit(s) selected at the time of registration.
- If a participant has selected a Meter permit, credits can only be applied to postage balances that are due at the time of mailing and cannot be credited to metered amounts.
- All Earned Value Credits must be applied to a postage statement no later than December 31, 2022. After this date any outstanding credits will expire and cannot be redeemed.



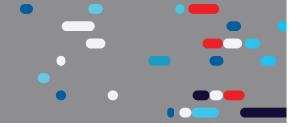
Credits can be applied to a mailing that is claiming a discount for another mailing promotion.







EARNED VALUE RESOURCES



Earned Value BCG Registration Process

Go to the Business Customer Gateway (BCG) at https://gateway.usps.com, sign in to your account, or create one if you do not have one.

Select **Mailing Services** from the menu, then click **Incentive Programs** to register for the 2022 Earned Value Promotion.

You'll be asked to provide your contact information. Please provide accurate contact information so the Promotions Office can reach you if needed.



- Go to the menu on the left and select **Locations**.
- Review your participating mailing locations (CRIDs) and verify their accuracy.

If CRIDs are missing, the MIDs associated to those CRIDs will not be enrolled in the Earned Value Promotion and you will not receive any piece counts for your BRM, CRM, and Share Mail pieces associated with them.

	MID User CRID Company Name	MID User CRID	Enrollment Method	MID Owner CRID	MID Owner CRID Company Name	Enrollment Date	Multi User	Multi User Names	Status	MSP Designation
0	POSTAL ONE HELPDESK	5502060	Online			02/15/2019	No		Linked	YES

Contact the PostalOne! Helpdesk if CRIDs/MIDs are missing or inaccurate.

Go to the menu on the left and select Mailer IDs.



Review your participating MIDs and verify their accuracy.

Please confirm your MIDs are properly encoded within the IMb of your mailpiece. If the IMb is not properly encoded your pieces cannot be counted towards the promotion.

Contact the PostalOne! Helpdesk if your MIDs are missing or inaccurate.

Showing										1 - 4 01	
MID	CRID	Address	City	State	ZIP Code	Link Status	Multi User	Multi User Names	Tracking Request Date	Product	Piece Record
902124820	5502060	4605 HICKORY HILL RD STE 101	MEMPHIS	TN	38141- 6971	Linked	No				Create
901324935	5502060	4605 HICKORY HILL RD STE 101	MEMPHIS	TN	38141- 6971	Linked	No				Create

Go to the menu on the left and select **Payment Accounts.**Here, you will select the permit you will use during the credit redemption period. You can select your own permit or your MSP's permit.

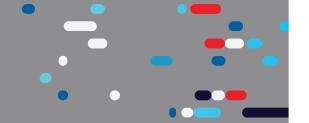
Follow either step 8A or Step 8B depending on whether you are using your own permit or your MSP's permit.

Select one or more permits to which Earned Value Credits will be applied during the credit redemption period, which runs from July 1–December 31, 2022.

Eligible Permits:

- Permit Imprint (PI)
- Meter Permit Account
- OMAS Imprint
- OMAS Meter
- Precanceled

EARNED VALUE RESOURCES





USING YOUR OWN PERMIT ACCOUNT(S)

Select one or more of your OWN Permit Account(s) that you want to place your credits in.

This should be the Permit Account(s) you will use to apply your earned credits to future transactional mailings using First Class Mail* and USPS Marketing Mail*.

	CRID (2)	Permit Account Number		Permit Number	Shipping Products Permit	Permit ZIP	Finance Number	Status	Percentage	Multi User Names
0	5502060	2576475	PI	285	No	202600846	661204	Not Linked	80	
0	5502060	2599453	PI	3279	No	202600846	661204	Not Linked	20	

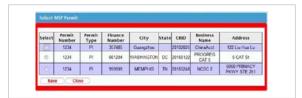
8B

USING YOUR MAIL SERVICE PROVIDER'S PERMIT ACCOUNT(S)

If you want to use your Mail Service Provider's (MSP's) permit account(s), you will need to do a **Custom MSP Permit Search.**

Enter your MSP's Permit Number, select your MSP's Permit Type, enter your MSP's City and State, and click the **Search** button.

Select the permit(s) that you want to use from the results and click the **Save** button.









After all sections are marked complete, check to make sure your enrollment status is listed as **ENROLLED**.

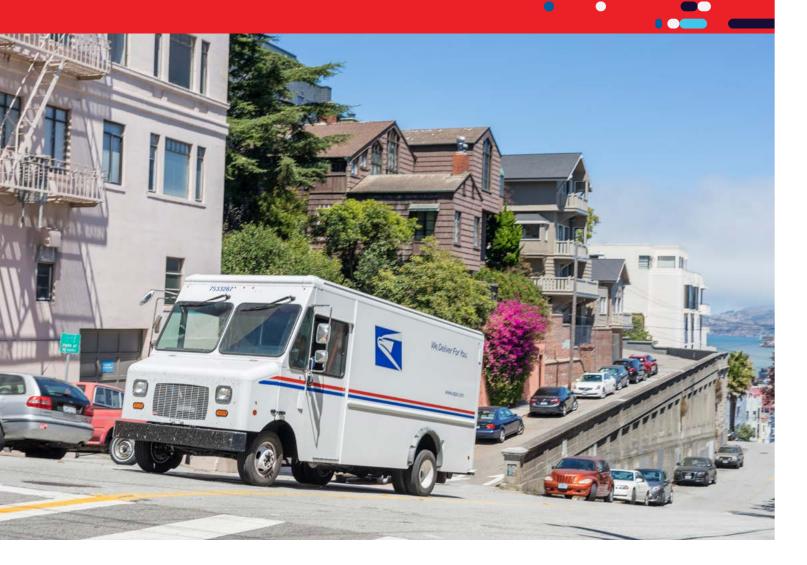
If you are not listed as enrolled, please complete any sections marked as incomplete.



Do I have an Origin IMb MID?

If a mailer does not have a MID in its barcode on BRM and CRM mailpieces, then this is considered an Origin IMb MID. The mailer will need to follow a separate registration process. Contact the Earned Value Promotions Office at earnedvalue@usps.gov for instructions.

SUPPORT



Further questions can be directed to the Promotions Office.



EMAIL

EarnedValue@usps.gov



MAIL

US Postal Service® Attn: Earned Value Promotion PO BOX 23282 Washington, DC 20026-3282

FedEx and UPS shipments cannot be delivered to postal PO Box addresses. To ensure prompt delivery to the Promotions Office, please use US Postal Service® products or services. All mailings must include information about the sample, contact information and an email address for responses.

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

Links to webinars, FAQs and other promotion resources can be found on the PostalPro $^{\text{\tiny{M}}}$ website at: $\underline{\text{https://}}$ $\underline{\text{postalpro.usps.com/promotions}}$

MID and STID Verification

To verify that you are using the correct MID(s) and STID(s), contact the Mailpiece Design Analyst (MDA) at either 855-593-6093 or mda@usps.gov. You will need to email a PDF of each of your reply pieces requesting verification of the MID and STID.

PostalOne! Helpdesk

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: MSSC@USPS.gov or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!) for assistance.