2022 Promotions Overview **EMERGING AND ADVANCED TECHNOLOGY**

Hear the engine rev, walk through your next home, or ask a question...with mail.

Wow your customers with the unexpected by guiding their exploration in ways that let them watch, listen, or speak.



2022 MAILING PROMOTIONS CALENDAR



Promotion Period



2022 MAILING PROMOTIONS TECHNICAL INFORMATION

	PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION	EMAIL ADDRESS
	TACTILE, SENSORY AND INTERACTIVE	February 1 – July 31, 2022	SS	First-Class Mail [®] & Marketing Mail [®]	4% Discount off at Postage Statement line level	tactilesensorypromo@usps.gov
₹ €	EMERGING AND ADVANCED TECHNOLOGY	March 1 – August 31,2022	ME	First-Class Mail & Marketing Mail	Emerging Technology: 2% Discount off at Postage Statement line level for	EmergingTechPromo@usps.gov
			1X	First-Class Mail & Marketing Mail	Enhanced Emerging Technology: 3% Discount off at Postage Statement line level	
	EARNED VALUE	Credits Earned: April 1 – June 30, 2022 Credits Redeemed:	RR	Redeem credits on: First-Class Mail Presort and Automation cards, letters and	\$0.02 Credit per BRM/CRM/Share Mail piece counted which can be applied to postage due***	earnedvalue@usps.gov
		July 1 – December 31, 2022		flats, and USPS Marketing Mail [™] letters and flats	applied to postage due	
Ì	PERSONALIZED COLOR TRANSPROMO	July 1 – December 31, 2022	CP	First-Class Mail Presort and Automation letters	3% Discount off at Postage Statement line level	FCMColorPromotion@usps.gov
	INFORMED DELIVERY	August 1 – December 31, 2022	PI	First-Class Mail & Marketing Mail	4% Discount off at Postage Statement line level	Promotion-InformedDelivery@usps.gov
	MOBILE SHOPPING	September 1 – December 31, 2022	МІ	Marketing Mail	2% Discount off at Postage Statement line level	mailingpromotions@usps.gov



-2022 Emerging & Advanced Technology Promotion



[1X is the CCR Code at 3% Discount.] Due to the distinct advantages mail offers as a direct marketing channel along with the amplified results that can be achieved from an integrated print and digital campaign, we encourage customers to explore opportunities to incorporate technologies such as Near Field Communication (NFC), "Enhanced" Augmented Reality, Video in Print (ViP), Virtual Reality and other developing technologies like Mixed Reality and Integration with Voice Assistants (Basic & Advanced). This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years. New to this year's promotion, we have added a two-tiered discount system (2% or 3%) based on the complexity of the technology implementation used in the mailing.

<u>NOTE: The mailpiece must use at least one form of the approved emerging or advanced</u> <u>technologies referenced above in order to receive the promotion discount.</u>

-2022 Enhanced Emerging Technologies Promotion

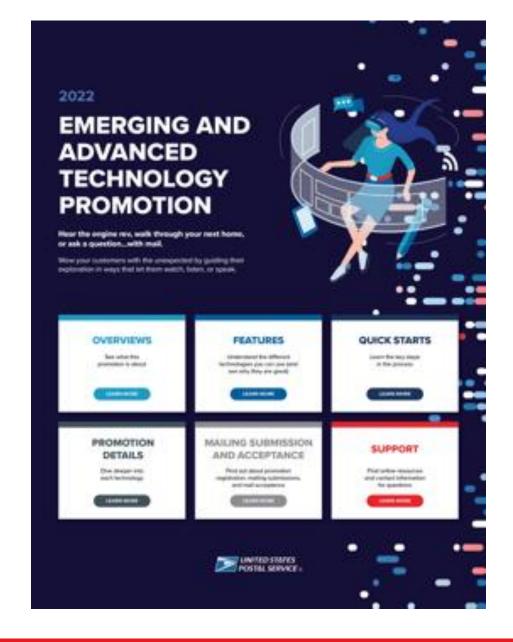
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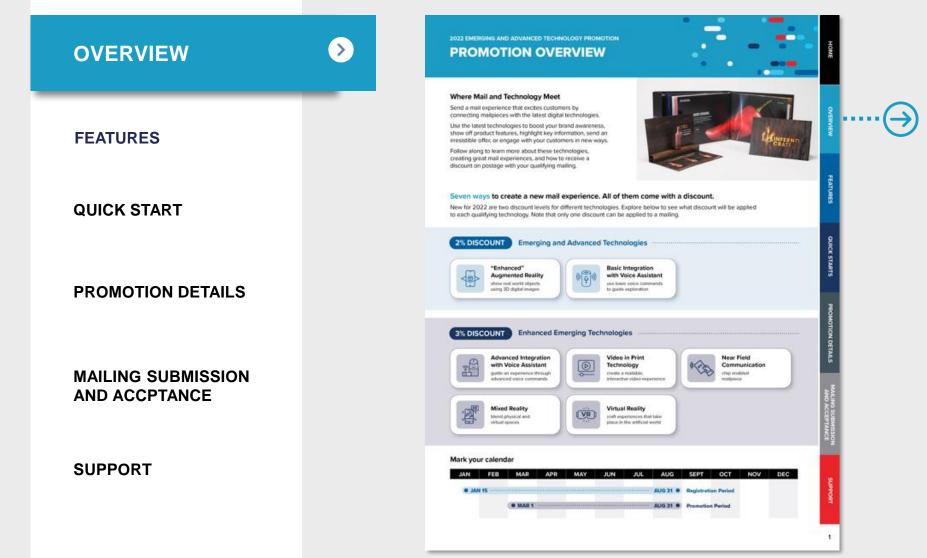


2022 PROMOTIONS GUIDEBOOKS

- **Modular:** Distinct sections get you to the information you need, quickly and easily
- Clickable: Interactive tabs, buttons, and links take you directly to relevant content and resources

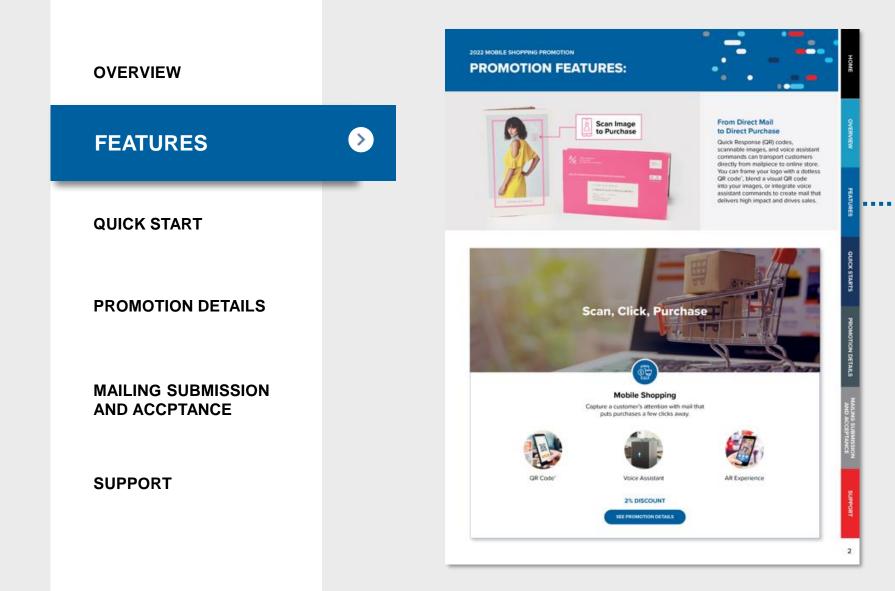






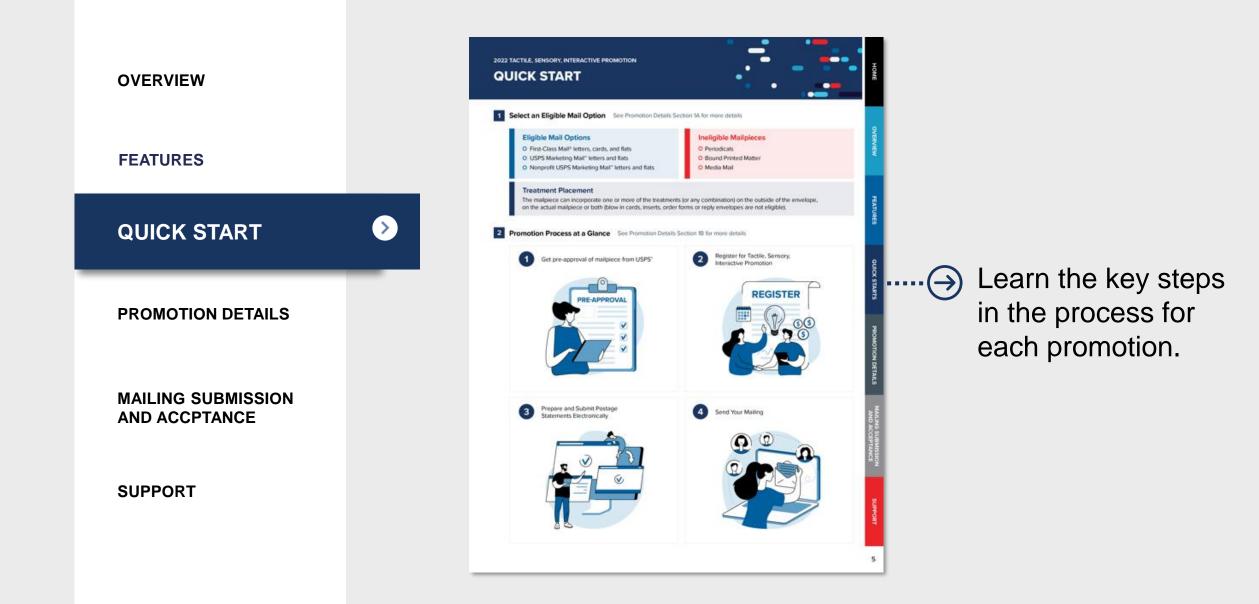
Learn what each promotion is about, and how it can help you better reach your customers.



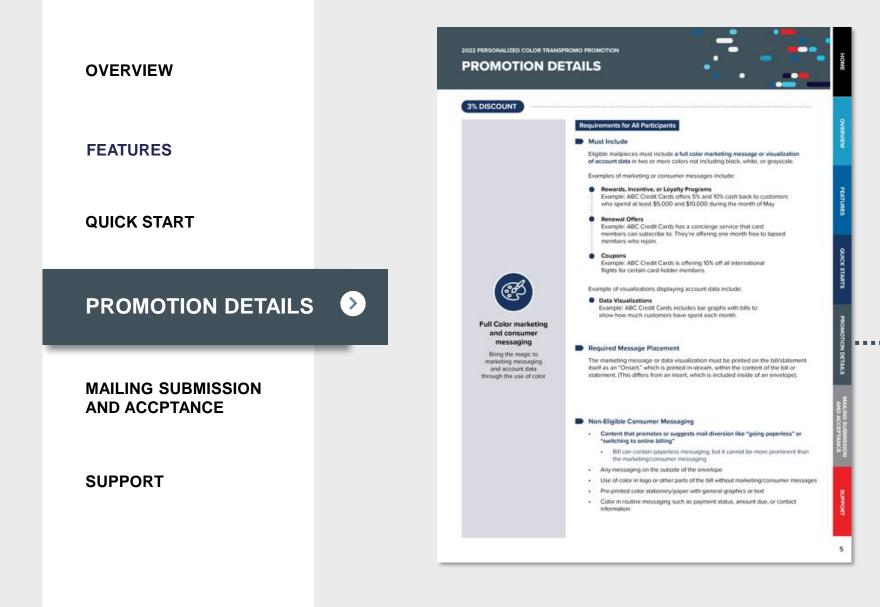


Understand which technologies and techniques are eligible and the benefit each delivers to you.









 → Dig into the details about getting your mailing right and earning your discount or credit.



OVERVIEW

FEATURES

QUICK START

PROMOTION DETAILS

MAILING SUBMISSION AND ACCPTANCE

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SUPPORT

2022 EMERGING AND ADVANCED TECHNOLOGY PROMOTION

MAILING SUBMISSION REQUIREMENTS

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

"Only one promotion discount can be applied to a malipiece or mailing. The use of technology and/or print treatments eligible for other promotion discounts will not increase the discount amount.

A Documentation/Postage Statement

Mailings must be submitted electronically via Mail dat and Mail/XML or Postal Witzerd. Mailings that are prepared and extered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail prepare in the By/For fields by Customer Registration ID (CRD). Mailer ID (MD) or Permit number. Participants will be required to affirmatively claim this promotion in the "incentive Claimed" section on electronic postage statement submissions: certifying each mailpice meets al eligibility requirements.

To claim the discount for mailings submitted via Mail.dat^a and Mail.XML^a, the Component Characteristics Record (CCR) file MUST be populated with the appropriate two-letter characteristic code or it must be selected on PostalWizard in the dropdown.

Mobile Shopping (2% Discount)

B Combined and Commingled Mailings

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Only one promotional discount will be applied per malipiece version (identified by MPU Mail Piece Unit and MPU Segment ID). In a commingled maling, which may contain multiple mail owners, a malipiece version must be created for each mail owner. The increative can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the CSM Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incertives. If a malier is using the customer reference ID to create separate statements a unique IMPA record must be created for pieces which are claiming incertive rates.

Further technical information can be found in the USPS® Mail.dat Technical Specifications

https://postalpro.usps.com/resources-list/technical_specifications

If PostalOne!" issues arise during the promotion period and prevent the timely finalization of Postage Statements within PostalOne! system, please follow the instructions in the PostalOne! Contingency Plan posted on PostalPro.

https://postalpro.usps.com/node/852

C Mailing Date

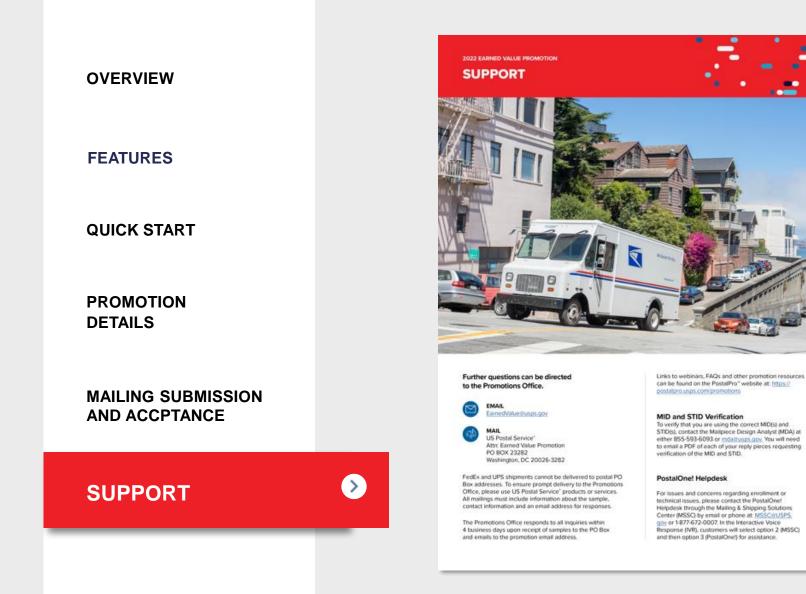
Mail must be tendered for acceptance during the promotion period. Promotion eligible mailings must be finalized in PostalOnel no earlier than 12:00:00 AM Central Time the day the promotion starts and no later than 11:59:59 PM Central Time on the last day of the promotion.

Plant/Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and quality for the promotion will be accepted at destination entry postal facilities 15 calendar days after the promotion end date. (PS Form 825). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to the first day of the promotion. Any qualifying mailing that is accepted and paid for prior to start of a promotion is not eligible for the promotion discourt. Find out about promotion registration, mailing submission, and mailing acceptance requirements.

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Have question or need help? Find out the best ways to get in touch with the Promotions Office.

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EMERGING AND ADVANCED TECHNOLOGY

2022 WHAT'S NEW

New Tiered Discount Structure

2% for "Emerging Technologies"

- "Enhanced" Augmented Reality (AR)
- Basic Integration with Voice Assistant

3% for "Enhanced Emerging Technologies"

- Video in Print Technology
 - 360-degree Video View now qualifies
- Advanced Integration with Voice Assistant
- NFC
- Virtual Reality (VR)
- Mixed Reality (MR)
- Technologies removed:
 - Personal Interactive Video
 - Digital to Direct





EMERGING AND ADVANCED TECHNOLOGY

2022 OVERVIEW

Send a mail experience that excites customers by connecting mailpieces with the latest digital technologies.

Use the latest technologies to boost your brand awareness, show off product features, highlight key information, send an irresistible offer, or engage with your customers in new ways.

DISCOUNT AMOUNT	REGISTRATION PERIOD	PROMOTION PERIOD	
2% or 3% depending on technology	Jan 15, 2022 – Aug 31, 2022	Mar 1, 2022 _ Aug 31, 2022	

ELIGIBLE MAIL:

- First-Class Mail letters, card and flats
- USPS[®] Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats



2% TIER DISCOUNT



ENH REA

ENHANCED AUGMENTED REALITY (AR): 2% Discount

Show real-world objects using 3-D Images

Must Include:

- 1. 3-D elements or modules
- 2. Animation
- 3. Interplay between the physical (mailpiece) and the digital that actively uses viewer's perspective

Not Eligible:

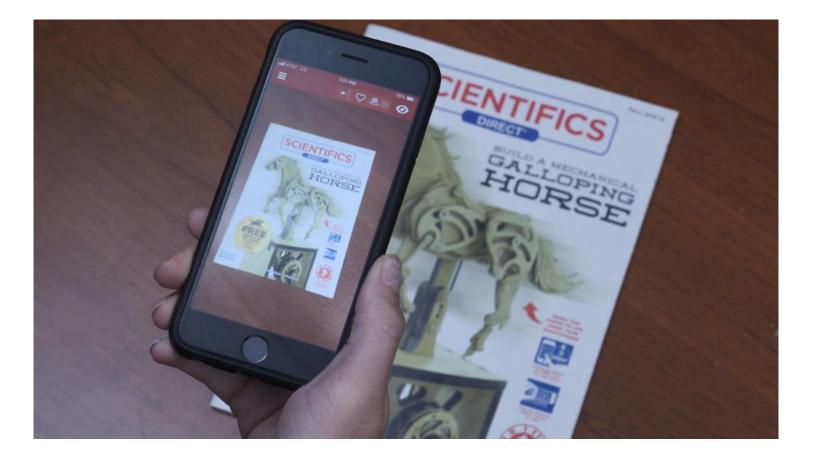
 "Enhanced" AR excludes the use of static, popup, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button. 2-dimensional AR images do not qualify.





EMERGING AND ADVANCED TECHNOLOGY









BASIC INTEGRATION WITH VOICE ASSISTANT: 2% Discount

use basic voice commands to guide exploration

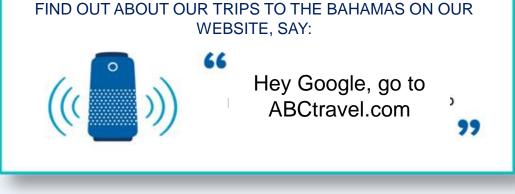
Must Include:

 Using existing search functionality and capability as the voice assistant can perform these tasks naturally. These experiences typically don't require customization or development by the mailer.

Non-Eligible:

 Mailpieces without a clear reason for sending users to a specific website will not qualify for Voice Assistant discounts.







3% TIER DISCOUNT





blend physical and virtual spaces

Must Include:

- Use both augmented and virtual experiences through a combined immersive technology that can include sight, sound, and touch.
- Use goggles or headset to deliver experience
 - May be part of the mailing or user's own device

Not Eligible:

• 2-dimensional MR images and experiences that do not employ headsets or goggles do not qualify.





EMERGING AND ADVANCED TECHNOLOGY





February 2018 https://youtu.be/v2DPAnkOPkA



*Please review each promotions requirement for specific details



craft experiences that take place in the artificial world

Must Include:

- Artificially created sensory experiences, which can include sight, touch, and hearing.
- Use goggles or headset to deliver experience
 - May be part of the mailing or user's own device

Not Eligible:

• 2-dimensional VR images and experiences that do not employ headsets or goggles do not qualify.

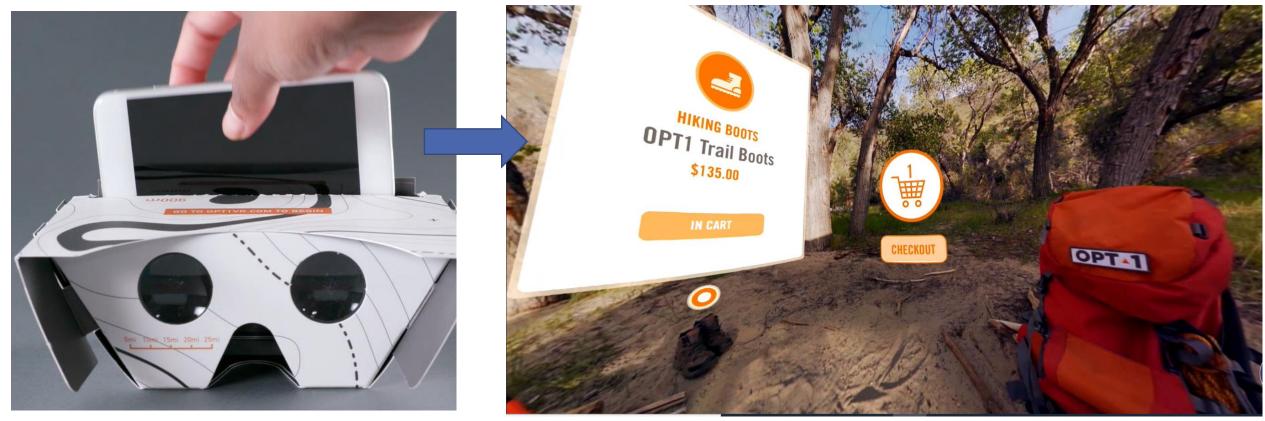






[Click Link Here or Paste URL Below into your Browser VR video example.]

https://postalpro.usps.com/promotions/2021-emerging-tech/vr





Rear FIELD COMMUNICATION (NFC): 3% Discount

use short range wireless connectivity to connect mail to electronic devices

Must Include:

- Small chip that is embedded into a mailpiece.
- Triggered by tapping a mobile device to the mailpiece or waving the device over the mailpiece.

Not Eligible:

• Cannot be used on ineligible mail classes.







ADVANCED INTEGRATION WITH VOICE ASSISTANT: 3% Discount

create custom voice commands to deliver unique user experiences

Must Include (either/or):

 Build a customized skill or action for the company using complex modules via voice assistant developer-based toolkits or platforms (e.g., use the Alexa Skill Kit {ASK} to build a skill).

OR

• Leverage existing modules using skills or actions that are highly customized to the company and have complex customized scripting and content that is also unique to the company.

Non-Eligible:

• Mailings that don't use of pre-built or customized skills or actions developed using such device toolkits (i.e., Alexa Skill Kit or Google Console)









VIDEO IN PRINT (VIP): 3% Discount

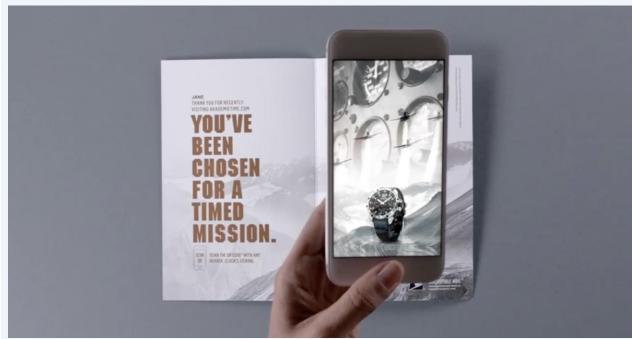
Create a mailable, interactive video experience

Must Include (ViP can be integrated in the following ways):

- 1. Integrated video screen within a printed, mailable piece
- 2. Integrated Video/Picture utilizing translucent paper
- 3. 360-degree Video View
- 4. Shoppable Video

Non-Eligible:

Simply linking to video content (e.g., a YouTube video) does not meet the criteria for Video in Print.





EMERGING AND ADVANCED TECHNOLOGY



[SHOPPABLE VIDEO EXAMPLE]



*Please review each promotions requirement for specific details

https://youtu.be/PoXYkeHrfv0 February 2016



EMERGING AND ADVANCED TECHNOLOGY



[SHOPPABLE VIDEO EXAMPLE]

Ted Baker Christmas

No need for frantic shopping sprees – watch @ted_baker 's fantastical film, filled with shoppable gifts. www.wirewax.com/8019770







^Wirewax

*Please review each promotions requirement for specific details





PRE-APPROVAL PROCESS REMINDERS

□ The Program Office *requires* that ALL mailpieces using **any** of the technologies listed in the presentation be sent for review via email to **emergingtechpromo@usps.gov no later than one week** prior to the mailing.

□ If substantive 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 submitted for preverification, shall be subject to the loss of the discount.

□ If it is not approved in writing prior to entry date, the mailing will not qualify for the discount.

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

□ Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions.



ADDITIONAL RESOURCES

2022 EMERGING TECH PROMOTION GUIDEBOOK:

https://postalpro.usps.com/promotions/2022-emergingtech/requirements

DIRECT MAIL TECHNOLOGY INTEGRATOR DIRECTORY:

https://postalpro.usps.com/promotions/promotio ns_resources/tech_directory?

IRRESISTIBLE MAIL WEBSITE:

www.IrresistibleMail.com





SUPPORT

Further questions can be directed to the Promotions Office.



Email emergingtechpromo@usps.gov

Reminder: Completion of a post promotion survey is required by all promotion participants.

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.





QUESTIONS





THANK YOU!

