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.
<table>
<thead>
<tr>
<th>PROMOTIONS</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRST CLASS MAIL®</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PERSONALIZED COLOR TRANSPROMO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MAY 15</td>
<td></td>
<td>JUL 1</td>
<td>DEC 31</td>
</tr>
<tr>
<td>EARNED VALUE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>FEB 15 - MAR 31</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>USPS MARKETING MAIL® &amp; FIRST CLASS MAIL®</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EMERGING AND ADVANCED TECHNOLOGY</td>
<td>JAN 15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>AUG 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INFORMED DELIVERY®</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>JUN 15</td>
<td></td>
<td>AUG 1</td>
<td>DEC 31</td>
</tr>
<tr>
<td>TACTILE, SENSORY AND INTERACTIVE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>DEC 15</td>
<td></td>
<td>JUL 31</td>
<td></td>
</tr>
<tr>
<td>MOBILE SHOPPING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>JUL 15</td>
<td></td>
<td>SEPT 1</td>
<td>DEC 31</td>
</tr>
</tbody>
</table>

Registration Period: Date of promotion
Promotion Period: Date of registration
## 2022 MAILING PROMOTIONS TECHNICAL INFORMATION

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

***Earned Value credits can be applied on statements claiming other promotion discounts***
EMERGING AND ADVANCED TECHNOLOGY

**2022 Emerging & Advanced Technology Promotion**

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.

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

**2022 Enhanced Emerging Technologies Promotion**

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.

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

[ME is the CCR Code at 2% Discount.]

[1X is the CCR Code at 3% Discount.]
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.
Learn the key steps in the process for each promotion.
OVERVIEW

FEATURES

QUICK START

PROMOTION DETAILS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

Dig into the details about getting your mailing right and earning your discount or credit.
Find out about promotion registration, mailing submission, and mailing acceptance requirements.
Have question or need help? Find out the best ways to get in touch with the Promotions Office.
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
  o 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
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.

<table>
<thead>
<tr>
<th>DISCOUNT AMOUNT</th>
<th>REGISTRATION PERIOD</th>
<th>PROMOTION PERIOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2% or 3%</td>
<td>Jan 15, 2022 – Aug 31, 2022</td>
<td>Mar 1, 2022 – Aug 31, 2022</td>
</tr>
</tbody>
</table>

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
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, pop-up, 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
MIXED REALITY (MR): 3% 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
VIRTUAL REALITY (VR):
3% Discount

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
NEAR 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*
EMERGING AND ADVANCED TECHNOLOGY

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 pre-verification, 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-emerging-tech/requirements

DIRECT MAIL TECHNOLOGY INTEGRATOR DIRECTORY:
https://postalpro.usps.com/promotions/promotions_resources/tech_directory

IRRESISTIBLE MAIL WEBSITE:
www.IrresistibleMail.com
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.
QUESTIONS
THANK YOU!