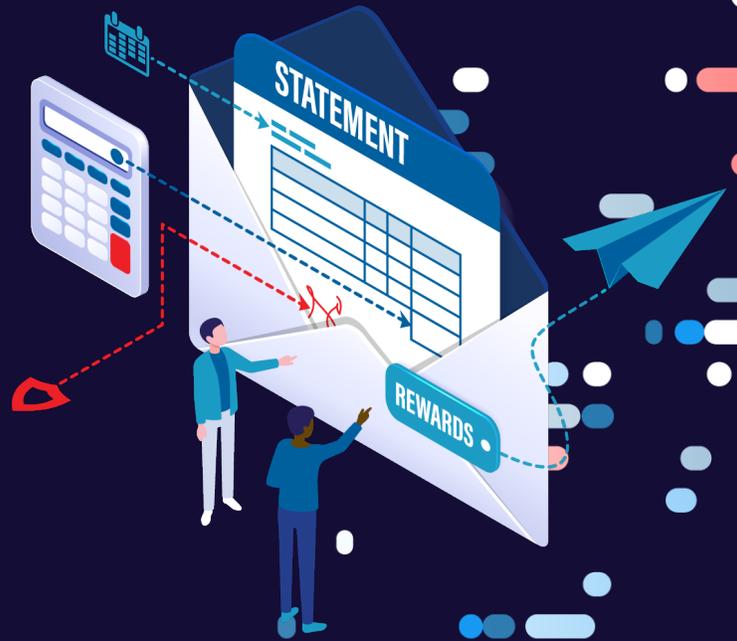


2022

# PERSONALIZED COLOR TRANSPROMO PROMOTION

## Brightening Up Mail

Send vibrant, colorful mailpieces that  
people will notice, explore, and remember



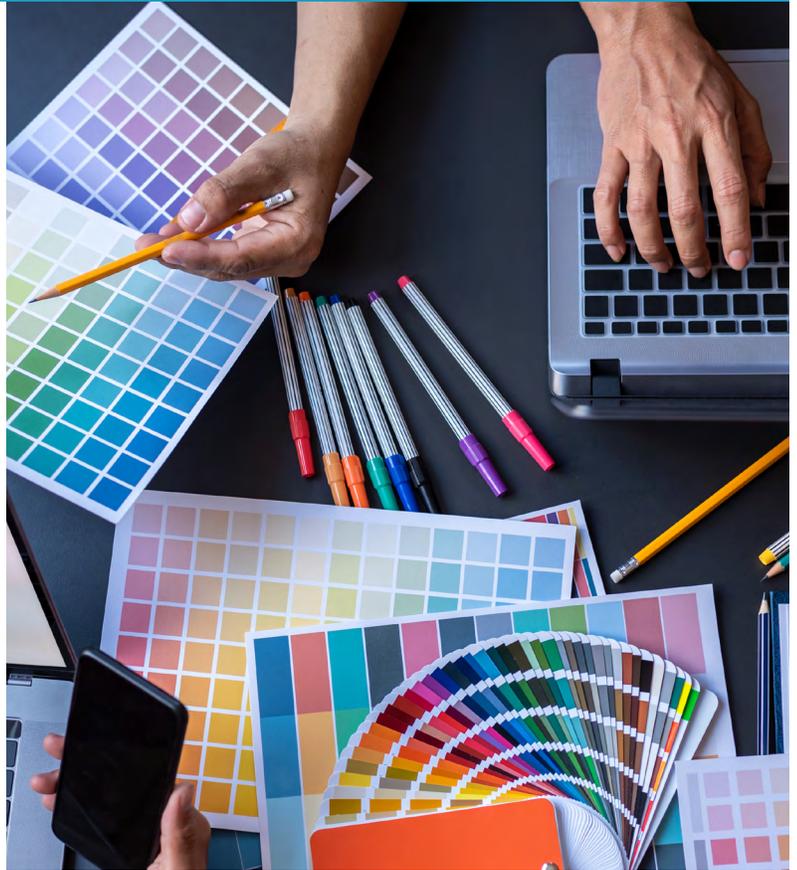
# PROMOTION OVERVIEW

## Making the Details Shine

New print technologies are primed to deliver unique, engaging, and creative experiences that cannot be created with digital channels alone.

The 2022 Personalized Color Transpromo Promotion encourages mailers to highlight marketing messages through the use of color, dynamic variable print, and personalization. Color messaging incorporated in bills and statements enhances the value of First-Class Mail® pieces by fostering a better connection and response from consumers.

**Send mail with flying colors to receive a discount**



**3% DISCOUNT**

**Personalized Color Transpromo Promotion** .....

### NEW PARTICIPANTS



#### Full Color marketing and consumer messaging

Make bills and statements fun by sharing exciting offers or visualizing interesting data

### REPEAT PARTICIPANTS



#### Personalized full color marketing and consumer messaging

Customize your customers experience with a personal touch

## Mark your calendar



# PROMOTION FEATURES: COLOR MARKETING AND CONSUMER MESSAGING



## Colorfully Enhancing Bills and Statements

Make mailpieces more fun and impactful by using color and personalization to highlight your messages

**ARE YOU READY FOR THE BAHAMAS?**

Save 10% on airfare using your ABC Travel Rewards Card

[VISIT OUR WEBSITE](#)

**New Participants**

**Full Color marketing and consumer messaging**

Make bills and statements fun by sharing exciting offers or visualizing interesting data

[SEE PROMOTION DETAILS](#)

**YOU'VE EARNED 25,988 POINTS.**

Redeem today and get a free Bonus Night in the Bahamas!

[VISIT OUR WEBSITE](#)

**Repeat participants**

**Personalized full color marketing and consumer messaging**

Customize your customers experience with a personal touch

[SEE PROMOTION DETAILS](#)

# QUICK START

## 1 Select an Eligible Mail Option

### Eligible Mail Options

- First-Class Mail® presort and automation letters

### Mailpiece Content Restrictions

- Bill, Statement or Account Summary

### Ineligible Mailpieces

- All USPS Marketing Mail pieces™
- Periodicals
- Bound Printed Matter
- Media Mail pieces®
- First-Class Mail and Marketing Mail Parcels
- First-Class Mail cards and flats

## 2 Promotion Process at a Glance

- 1 Get pre-approval of mailpiece from USPS®



- 2 Register for Personalized Color Transpromo Promotion



- 3 Prepare and Submit Postage Statements Electronically



- 4 Send Your Mailing





# PROMOTION DETAILS

3% DISCOUNT



## Full Color marketing and consumer messaging

Bring the magic to marketing messaging and account data through the use of color

### Requirements for All Participants

#### Must Include

Eligible mailpieces must include a **full color marketing message or visualization of account data** in two or more colors not including black, white, or grayscale.

Examples of marketing or consumer messages include:

- **Rewards, Incentive, or Loyalty Programs**

Example: ABC Credit Cards offers 5% and 10% cash back to customers who spend at least \$5,000 and \$10,000 during the month of May

- **Renewal Offers**

Example: ABC Credit Cards has a concierge service that card members can subscribe to. They're offering one month free to lapsed members who rejoin.

- **Coupons**

Example: ABC Credit Cards is offering 10% off all international flights for certain card holder members.

Example of visualizations displaying account data include:

- **Data Visualizations**

Example: ABC Credit Cards includes bar graphs with bills to show how much customers have spent each month.

#### Required Message Placement

The marketing message or data visualization must be printed on the bill/statement itself as an "Onsert," which is printed in-stream, within the content of the bill or statement. (This differs from an insert, which is included inside of an envelope).

#### Non-Eligible Consumer Messaging

- **Content that promotes or suggests mail diversion like "going paperless" or "switching to online billing"**
  - Bill can contain paperless messaging, but it cannot be more prominent than the marketing/consumer messaging
- Any messaging on the outside of the envelope
- Use of color in logo or other parts of the bill without marketing/consumer messages
- Pre-printed color stationery/paper with general graphics or text
- Color in routine messaging such as payment status, amount due, or contact information

# PROMOTION DETAILS

**3% DISCOUNT**



### Full Color marketing and consumer messaging

Bring the magic to marketing messaging and account data through the use of color and personalization

## Repeat Participant Additional Requirements

### Must Include

In addition to color messaging requirements, for repeat participants, the messaging must be personalized to the recipient, or different messages must be segmented to two or more customer segments.

Examples include:

- Marketing messaging unique to the individual
- Color visualizations of individual account data such as a chart or graph depicting monthly spending
- Different rewards cards offers to customers based on their spending amounts
- Different promotional offers to customers based on their account spending habits.

### Exception for personalization requirement

There is an exception for the Personalization Requirement for companies that are using their transpromotional messaging to cross sell or upsell a product or service. These types of marketing messages do not need to be personalized in order to qualify.

Upselling is the practice of encouraging customers to purchase a comparable higher-end product than the one in question, while cross-selling invites customers to buy related or complementary items.

- **Upselling**  
Example: ABC Credit Cards is offering to cut annual fees for existing customers who upgrade their credit cards.
- **Cross-Selling**  
Example: ABC Credit Cards is offering customers who spend \$5,000 a year on eating out the opportunity to apply for a dining credit card.

**Full color**

2 or more colors (no black/white/gray) in the marketing message

**Onsert**

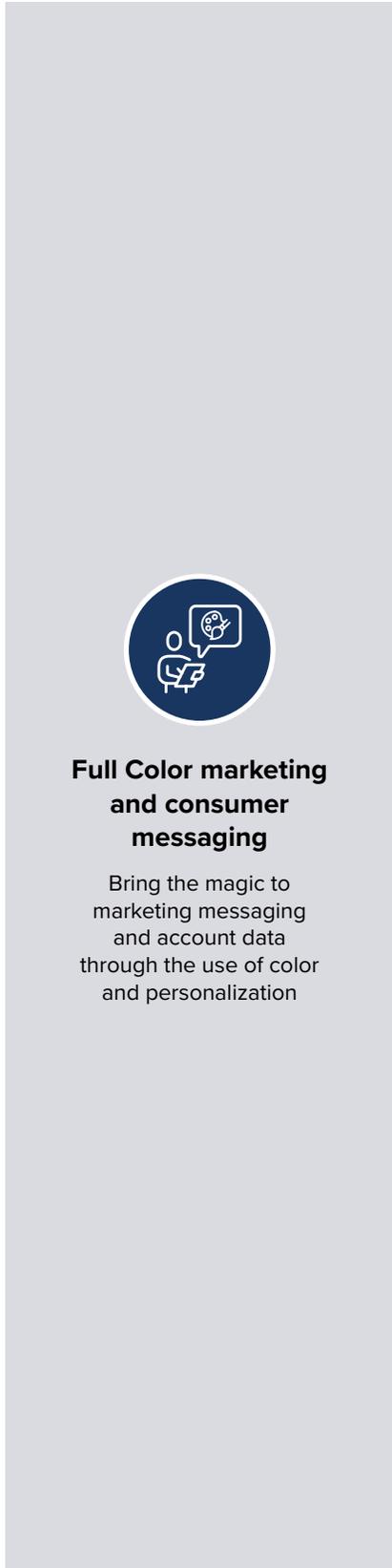
Message is within the content of the bill/statement

**No "Mail Diversion"**

There is no prominent, color message promoting going paperless

**Personalization**

Marketing message must be targeted towards specific customers based on behavior/demographics



## 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 mailpiece 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 Wizard. Mailings that are prepared and entered 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 preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number. Participants will be required to affirmatively claim this promotion in the "Incentive Claimed" section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, 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.**

CP

Personalized Color Transpromo

### 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 mailpiece version (identified by MPU Mail Piece Unit and MPU Segment ID). In a commingled mailing, which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive 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 incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

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

[https://postalpro.usps.com/resources-list/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 PostalOne! 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 qualify for the promotion will be accepted at destination entry postal facilities 15 calendar days after the promotion end date. (PS Form 8125). 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 discount.

**D Postage Payment Method**

The eligible postage payments are:

- Permit Imprint
- Precanceled Stamp Permit
- Meter Permit

**E Meter Mail/Precanceled Payment Option**

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for an VAR/CVAR for Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: Only “Neither” is an option
- Precanceled: Only “Neither” is an option.

Any net postage due for the mailing must be paid from an advance deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
First-Class Letters	\$0.40

All existing requirements around mail preparation and acceptance as they are described in the domestic Mail Manual (DMM) remain in place. Please refer to [http://pe.usps.gov/text/dmm300/dmm300\\_landing.htm](http://pe.usps.gov/text/dmm300/dmm300_landing.htm) for more information.



## REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

### CHECKLIST

- Mailer must provide a hard copy sample mailpiece at BMEU. Color Transpromo participants have the option of submitting the Pre-Approval letter in place of the hard copy sample for Mail Acceptance
- Mailer must retain a sample mailpiece for USPS® post-mailing sampling

To claim the discount, participants must provide a hard copy unaddressed mailpiece sample or preapproval letters at the time of mail entry to the Business Mail Entry Unit/acceptance clerk.

If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample or preapproval letters of each mailer's mailpiece must be presented to BMEU.

### A Seamless Acceptance

Mailers participating in Seamless Acceptance must follow the process applicable to their situation to submit hard copy mailpiece sample or preapproval letter.

#### Facing Slip Requirement for All Seamless Acceptance Mailpiece Samples

For all promotion production samples submitted by seamless acceptance mailers, the production sample must be attached to a facing slip that contains the following information: Promotion claimed, Mailer name, Mailer CRID and Job ID.

#### Mail entered at DMU

For seamless mailers who use a DMU for mail entry, when a USPS clerk is not present, the mailer should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

#### Mail entered at a BMEU with no BMEU clerk present

If no Postal employee is available at the time the mail is deposited at the BMEU, the promotion participant should forward production samples, with a facing slip for each, to the BMEU via mail. Samples can be bundled and sent in batches on a weekly basis.

#### Mail drop shipped from a DMU

When a USPS clerk is not present at the DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

### Mail drop shipped from other locations

In this scenario the participant has two options.

- The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the mailer can,
- Follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.

### Mail entered via postal transportation from mailer facility

If the mail is coming from a DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. If the mail originates from an as-needed DMU, the participant has two options.

- The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the participant can,
- Follow the above steps.

## B Using the Self Service Terminal (SST)

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and must certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU clerk.

“

*This mailing has been identified as participating in an incentive program.  
By clicking OK, I certify that I am tendering a production mailpiece sample and  
postage statement to the acceptance employee for verification.*

”

## C Post Mailing Requirements

The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet ALL program requirements and to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain hard copy mailpiece samples for 90 days after the Promotion date and, if requested by the Postal Service, must forward the sample to the Promotion Program Office.



### Further questions can be directed to the Program Office.



#### EMAIL

[FCMcolorPromotion@usps.gov](mailto:FCMcolorPromotion@usps.gov)



#### MAIL

United States Postal Service  
Attn: Personalized Color Transpromo Promotion  
PO BOX 23282  
Washington, DC 20026-3282

To ensure prompt delivery to the Promotions Office, please use postal products or services. All mailings must include information about the sample, contact information and an email address for responses.

The Program 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™ website at: <https://postalpro.usps.com/promotion/2022-transpromo>

### 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](mailto: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.