2022 USPS MAILING PROMOTIONS

INFORMED DELIVERY PROMOTION
The USPS Mailing Promotions encourage Marketers, Printers, and Mailers to use technology and print techniques in their mailings to drive better engagement with customers and boost results.
INFORMED DELIVERY PROMOTION

2022

Discover and explore what’s coming in the mail before it even arrives!

Invite your customers to engage with your mail campaign through previewed, interactive digital images.
The Informed Delivery Promotion enables business mailers, mail owners, advertising agencies, and Mail Service Providers (MSPs) to use the Informed Delivery integrated marketing features to conduct interactive and colorful campaigns that have shown to increase brand awareness, result in a higher Call-to-Action (CTA) conversion rate, and offer an elevated direct marketing customer journey.

- Generate higher email open rates
- Easily reach consumers digitally
- Create multiple impressions
- Potentially increase ROI
- Drive consumer response
- Provide additional data insights
- Build consumer trust with the brand
- Elevate the consumer journey
KEY UPDATES FOR 2022 PROMOTION

1. DISCOUNT AMOUNT: 4% off eligible postage
   - REGISTRATION PERIOD: Jun 15, 2022 – Dec 31, 2022
   - PROMOTION PERIOD: Aug 1, 2022 – Dec 31, 2022

2. Mailing Promotion Portal (MPP)

   [Image of Mailing Promotion Portal (MPP)]
WHAT YOU CAN MAIL FOR 2022 PROMOTION

Eligible Mail Options
- First-Class Mail™ automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ automation letters and flats

Ineligible Mailpieces
- Non-automation mail
- Saturation mail flats
- Destination Delivery Unit (DDU) flats
- Every Door Direct Mail® (EDDM)
- Detached Address Label / Detached Marketing Label flats
- Business-to-Business or Business-to-Institution/Campus mailings
- Package campaigns
INFORMED DELIVERY PROMOTION CAMPAIGN ELEMENTS

Mailpiece In Your Mailbox

Campaign In Your ID Dashboard

COMING TO YOUR MAILBOX SOON.

View all mail on dashboard >

We’re Looking for Medicare Agents in Your Area.

FROM CareFree Insurance Services

Learn More 

<Firstname>, We’re Looking for Medicare Agents in <State>.

<Firstname>, Check Out the Benefits of Going CareFree!

- Dedicated Kindle Support
- Multi-broker Plan Quote & Enrollment Site
- Help Developing a Local Market

<Firstname> <Lastname> - 4545 Main Street, Suite 1012

FROM CareFree Insurance Services

Learn More 

United States Postal Service
INFORMED DELIVERY PROMOTION CAMPAIGN ELEMENTS

The Three Campaign Elements

- Representative Image
- Ride-Along Image / CTA
- URL

[Visual representation of the campaign elements with representative images and URLs]
CAMPAIGN ELEMENTS – REPRESENTATIVE IMAGE

- Representative Image is **required for all flats**.
- Representative Image is optional for letters.
- Scan of physical mailpieces will display if no Representative Image is provided for letters.
- If Representative Image is used for letters, it must be a representative/enhanced image of the physical mailpiece.
- Representative Image may include the address or non-address side of the mailpiece as well as directional or complimentary imagery to enhance the Ride-Along image and/or corresponding mailpiece.
- The Representative Image must include a static representation of the mailpiece image sent to the mailbox. The image can look identical or similar to the actual mailpiece; however, we require it to be in sync with the image/brand of the actual mailpiece.
- The image can be submitted as a PDF or JPEG attachment in the Mailing Promotion Portal.
- The image file can’t exceed 200KB.
- Image needs to be sized to at least one maximum dimension: 780px width or 500px height.
CAMPAIGN ELEMENTS – RIDE-ALONG IMAGE/CTA

RIDE-ALONG IMAGE / CALL-TO-ACTION (CTA)

- Ride-Along images are required for all Informed Delivery Promotion campaigns.
- Ride-Along/CTA is key for customer engagement and CTA conversion.
- The CTA needs to be clear and take at least 20% of the image area.
- The CTA must have enough color contrast to stand out in the Ride-Along image.
- The CTA can’t encourage mail diversion/elimination; for example, the use of “go paperless” or “pay your bill online” as a CTA will be approved.
- The click from the Ride-Along image to the destination URL must allow the user to by-pass a pop-up windows.
- Image need to be sized to at lease one maximum dimension: 300px width or 200px height.

Best Practices

- Logo reinforces brand
- Look and message sync to mailpiece
- Call-to-Action is clear and compelling
### Examples of Acceptable CTAs
- 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

### Examples of Unacceptable/Unclear CTAs
- Go paperless
- Go Green
- Sign-up for electronic statements
- Pay online
- Donate online
- Get account info online
- Save a tree, go electronic
- Save the environment - go online
- Get future statements online

Unclear CTA/no action word examples
- Last Minute Offer
- Semi-annual Sale
- Additional Deals
- A Retailer Name or Logo without a CTA
CAMPAIGN ELEMENTS – URL

- The URL and link submitted must start with HTTPS.
- The URL and link must lead directly to a landing page that is associated with the physical mailpieces.
- The URL and link must be free of any malware/virus that could impact the USPS or the customer experience.
- The URL and link can't be branded in a manner that emulates the USPS.com (to avoid confusion).
- The landing page should avoid pop-up windows; and if it does, it should have a cancel/close option.

Best Practice

https://CareFreeInsurance.com
INFORMED DELIVERY PROMOTION JOURNEY
INFORMED DELIVERY PROMOTION JOURNEY

Pre-Campaign

- Register for ID Promotion and MPP in BCG
- Get Your Campaign Elements Approved

Campaign

- Create Your Campaign in MCP
- Submit Your Postage Statement
- Induct Mailing

Post-Campaign

- View Your Campaign Performance and 4% Discount Application
Register for ID Promotion and MPP

- Register for Informed Delivery Promotion in Business Customer Gateway (BCG).
- Sign up for Mailing Promotion Portal (MPP).
INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

- Submit Your Campaign Elements in MPP for Review and Approval.
- You will be notified about the Review/Approval outcome via eMail in four business days or less; the email will come from USPSCustomerSupport@USPS.gov.
- If additional input is needed from you to support the Review/Approve process or for your Campaign Elements an email will be sent to you.
INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

• Submit Your Campaign Elements in MPP and Obtain Approval

More Information and Training on MPP is Available on PostalPro Promotion Page
INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN

Create Your Campaign in Mailer Campaign Portal (MCP)

- Create your campaign in MCP.
- MCP is accessed via the BCG.
- The MCP is a simple self-service option that enables mailers to initiate, create, and track campaigns.

Mailers can also use PostalOne! to create campaigns.
INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN

Mailer Campaign Portal (MCP) Under Business Customer Gateway (BCG)

- Manual creation of campaigns
- Best for small campaigns
- Not suitable for complex campaigns and/or mailings
- Visit BCG for more information on how to submit campaigns through MCP.

Under Other Services enroll in by clicking on Get Service and then click on the Go to Service button next to Informed Delivery Mailer Campaign Portal.

- Email USPSInformedDeliveryCampaigns@usps.gov for support

PostalOne!® Through eDoc Submission

- Self-service option where mailers create campaigns via eDocumentation (eDoc) and submit through PostalOne!®
- Mail.dat or Mail.XML submission options
- Can submit Presort or Non-Presort jobs
- Ideal for higher campaign volumes and more complex campaigns/mailings.
- Images must be hosted on the web – most mailers create a folder or subdomain on their website and drop the images in there.
- Mailers should go through several rounds of testing in the CAT BCG test environment before submitting active campaigns in Production.
- Email USPSInformedDeliveryeDoc@usps.gov for support
# INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN

## Mailer Campaign Portal (MCP) – Fields

<table>
<thead>
<tr>
<th>Elements</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Display Name (i.e. Mail Owner Name)</strong></td>
<td>This name will show in the “From” field in the Informed Delivery campaign presented to users. It must be the mail owner's name. For example, if an MSP represents Company123, this field should read “Company123.” The same Brand Display Name can be used for multiple campaigns. This field can have a maximum of 30 characters including spaces.</td>
</tr>
<tr>
<td><strong>Campaign Title</strong></td>
<td>This field is for internal use only. For example, “AnyBrand Letter Mailing.” The same Campaign Title can be used for multiple campaigns. This field can have a maximum of 30 characters including spaces.</td>
</tr>
<tr>
<td><strong>Campaign Code</strong></td>
<td>This field is for internal use only. It must be unique for each campaign. For example ABC102218-1 (company name, campaign Start Date, extension if more than one campaign). This field can have a maximum of 30 characters including spaces.</td>
</tr>
<tr>
<td><strong>Campaign Start and End Dates</strong></td>
<td>These fields indicate the dates when the campaign will begin and end. USPS suggests that the Start Date is three days prior to and the End Date is three days after the target in-home date(s). The campaign Start Date cannot occur in the past. The Start Date and End Date cannot be more than 45 days apart.</td>
</tr>
<tr>
<td><strong>Mailer ID (MID)</strong></td>
<td>The MID must be six or nine numeric digits in length; this is the MID that will be on the mailpieces sent. If this is a shared MID or multiple campaigns are conducted at the same time, then the Intelligent Mail® barcode (IMb®) Serial Number Range is also required. The MID can belong to the mail owner or a Mail Service Provider (MSP). The company that addresses and prints the IMb’s on the mailpieces will know this number.</td>
</tr>
<tr>
<td><strong>IMb Serial Number Range Start / End</strong></td>
<td>This range is required if the campaign level is IMb Serialized (see the Interactive Campaign Guide for more information on campaign levels). Campaigns using a shared MID must each have a unique and sequential IMb Serial Number Range. This must be a six- or nine-digit number (depending on length of the MID). The company that addresses and prints the IMb’s on the mailpieces will need to derive and provide this range.</td>
</tr>
<tr>
<td><strong>Mailpiece Shape</strong></td>
<td>Indicate the type of mailpiece “Letter/Postcard” or (“Flat”) based on the postage payment rate.</td>
</tr>
<tr>
<td><strong>Representative Image</strong></td>
<td>A Representative Image is optional for letters and postcards. Flat campaigns must utilize a Representative Image.</td>
</tr>
<tr>
<td><strong>Ride-along Image</strong></td>
<td>A Ride-along Image is required for all campaigns.</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Website to which users click-through via the Ride-along Image or “View Website” link. Required for all campaigns.</td>
</tr>
</tbody>
</table>
INFORMED DELIVERY PROMOTION JOURNEY – CAMPAIGN

Mailer Campaign Portal (MCP) – Chose Your Campaign Type

Two Types of Campaign (MID or Serial Based)

Mailer ID (MID) Only

Same Campaign Target all customers

Intelligent Mail® Barcode (IMb℠) Serialized

→ A

→ B

Different Campaigns Target groups of customers

Mailer ID (MID) / IMb Serial Number

Mailer ID (MID) = 6-9 digits
- Number assigned by USPS to identify mailers
- Owned by Mail Owners or Brands, MSPs, Ad Agencies, and Printers

IMb Serial Number (6-9 digits)
- Unique and sequential campaign number
- Key to activating a campaign
- Cannot overlap another active campaign

Robert Dixon
475 L’Enfant Plaza
Room 5007
Washington, DC 20260-0004

Barcode
Service Type ID
Routing Code (i.e. Delivery Point Code)
Submit Your Postage Statement

- Mailing Statements must be submitted electronically via Mail.dat®, Mail.XML®, or Postal Wizard.
- The Electronic Documentation (eDoc) must include the MID (for MID Level campaigns) or MID and IMb® Serial Numbers (for Serial-Range Level campaigns) for mailpieces claiming the promotion discount.
- Separate Postage Statements are required for all MID Level and Serial-Range Level campaigns submitted via Postal Wizard.
- The promotion discount can be applied to qualifying pieces within a combined or commingled mailing (qualifying mail must be submitted on separate postage statement or by mailpiece version).
- Only one promotional discount will be applied per mailpiece.
- Additional technical information can be found on PostalPro - USPS Mail.dat® and Mail.XML® Technical Specification documents.
- Email USPSInformedDeliveryeDoc@usps.gov for support.
Induct Mailing

- Submit your mailpieces at Business Mail Entry Unit (BMEU).
- Customer receives Informed Delivery Campaign notification (via the Daily Digest) and the physical mailpiece will be delivered to the mailbox.
View Your Campaign Performance and 4% Discount Application

- You can view the Activity Report to view your campaign performance.
- The Activity Report can be accessed via “Incentive Landing page” or “Activity Report Tab”.
- Reports are **ONLY** available to the Account Holder permit.
INFORMED DELIVERY
PROMOTION BEST PRACTICES
<table>
<thead>
<tr>
<th></th>
<th>Checklist to Review Prior to Submitting Campaign Data in PostalOne!</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Make sure your ID Campaign is in SUBMITTED or in ACTIVE status in the MCP <strong>no later than 2 p.m. EST the day before</strong> the job is submitted to PostalOne!. If your ID Campaign is created after 2 p.m. EST the day before, cancel the PostalOne! job and resubmit it the next day after 6 a.m. EST.</td>
</tr>
<tr>
<td>2</td>
<td>Make sure the Postage Statement Mailing Date falls <strong>WITHIN</strong> the Start and End Dates of the campaign in the MCP. <strong>We suggest making the Start Date of the campaign the earliest Postage Statement Mailing Date of the job.</strong></td>
</tr>
<tr>
<td>3</td>
<td>Make sure the CCR code for claiming the ID Promotion (Characteristic Type of “I” and Characteristic of “PI”) is populated within the eDoc for each MPU claiming the discount on the postage statement.</td>
</tr>
<tr>
<td>4</td>
<td>Make sure the Serial Numbers in the piece barcodes (IMbs) related to the Mail Piece Unit (MPU) claiming the discount are within the start and end serials of the campaign in the MCP.</td>
</tr>
<tr>
<td>5</td>
<td>Make sure at least 80% of all the pieces under the MPU(s) claiming the discount can be associated/matched to a campaign in the portal based on the MID and Serial Numbers in the IMbs.</td>
</tr>
<tr>
<td>6</td>
<td>Make sure the MID in the piece barcodes (IMbs) related to the MPU claiming the discount is the same as the MID of the Campaign in the MCP.</td>
</tr>
</tbody>
</table>
### ID PROMOTION BEST PRACTICES

#### Review Your Activity Report

<table>
<thead>
<tr>
<th>Mailing Date</th>
<th>Company</th>
<th>Postage Statement ID</th>
<th>Mail Class</th>
<th>Permit Number</th>
<th>Permit Type</th>
<th>Finance Number</th>
<th>Total Pieces</th>
<th>Discount Amount</th>
<th>Total Postage</th>
<th>Mailing Group ID</th>
<th>Job ID</th>
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</thead>
<tbody>
<tr>
<td>9/13/2021</td>
<td>Charity Works</td>
<td>445660208</td>
<td>SM</td>
<td>165774</td>
<td>PI</td>
<td>162875</td>
<td>13,555</td>
<td>$0.00</td>
<td>$3,358.97</td>
<td>324995890</td>
<td>627456E</td>
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<td>Charity Works</td>
<td>445660251</td>
<td>SM</td>
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<td>PI</td>
<td>162875</td>
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<td>$11,345.89</td>
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<td>564856B</td>
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<td>SM</td>
<td>165774</td>
<td>PI</td>
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<td>$72,345.89</td>
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<td>324332C</td>
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<td>445660214</td>
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<td>333,234</td>
<td>$1,202</td>
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<td>PI</td>
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<td>PI</td>
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<td>$0.00</td>
<td>$56,898.99</td>
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<td>687903B</td>
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<td>$0.00</td>
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<td>PI</td>
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<td>908675564</td>
<td>224897A</td>
</tr>
</tbody>
</table>
### ID PROMOTION BEST PRACTICES

**Reviewing PostalOne Warning Codes**

<table>
<thead>
<tr>
<th>Warning Code</th>
<th>Warning Description</th>
<th>Action</th>
</tr>
</thead>
</table>
| 9781         | A campaign cannot be found for MID(s): 
|              | (1). All MID(s) claiming Incentive = P1 must be linked to a valid (active or submitted) campaign for the incentive to be applied. | N/A    |
| 9782         | The PostageStatementMailingDate does not fall within the campaign start and end dates for MID(s): 
|              | (1). All MID(s) must be linked to a valid (active or submitted) campaign, and the PostageStatementMailingDate in the ContainerDataInfo block should fall within the campaign start and end dates for the incentive to be applied. | N/A    |
| 9783         | There is an invalid combination of campaigns entered for this mailing. MID-based campaigns (MID(s): (1)) cannot be mixed with Serial-based campaigns (MID(s): (2)) on the same statement for the same MID. | N/A    |
| 9784         | To be eligible for the Informed Delivery incentive, the number of pieces tied to ReferenceableMailData blocks must be greater than [1] percent threshold. The current percentage is [2]. | N/A    |
| 9785         | To be eligible for the Informed Delivery incentive, the number of pieces claiming the incentive cannot be greater than the number of pieces in the campaign. MID: (1), claimed pieces (2), Campaign pieces (3). Note: Specific to Portal Serial campaigns. | N/A    |
| 9786         | The SerialNumber or SerialNumber* in the IMB block do not fall within the campaign start and end serials for MID(s): (1). All serials must be within the correct range for a valid (active or submitted) campaign for the incentive to be applied. | N/A    |
| 9779         | When claiming the Informed Delivery incentive, the PostageStatementMailingDate in the PostageStatementCreateRequest must fall within the DateStart and DateEnd in the ContainerDataInfo block or within the ReferenceableMailDataStart and ReferenceableMailDataEnd in the ContainerDataInfo block. | N/A    |
| 9780         | To be eligible for the Informed Delivery incentive, the number of pieces tied to ReferenceableMailData blocks must be greater than [1] percent threshold. The current percentage is [2]. | N/A    |
INFORMED DELIVERY
PROMOTION SUPPORT AND RESOURCES
SUPPORT

• PostalPro: https://postalpro.usps.com/promotions
  • Requirements documents
  • Webinar links, slides, and recordings
  • Guide to the USPS Mailing Promotion Portal

• Mailing Promotion Portal (via your Business Customer Gateway Account)
  • Promotion Pre-approvals & Questions

• Promotions Team Email: MailingPromotions@usps.gov
Appendix
Register for Informed Delivery Promotion in Business Customer Gateway (BCG)

1. Log into BCG
2. Select Mailing Services
3. Select Incentive Programs
4. Select Go to Service
5. Select 2022 ID Promotion

In an effort to increase the adoption rate of Informed Delivery, the USPS is offering a 4% discount on postage for business mailers who leverage Informed Delivery to reach their target audience through the Informed Delivery digital channel. The discount is calculated in PostnetOne® and applied to the postage statement at the time of mailing. The 4% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

Enrollment Status: ENROLLED
Unenroll Back to Incentives Home
INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

Sign up for Mailing Promotion Portal (MPP)

1. Log into BCG
2. Select Mailing Services
3. Select Mailing Promotion Portal
4. Select Get Access
5. Submit Request
6. You Will See Pending BSA

If you are not the Business Service Administrator (BSA), you will see Pending BSA until the BSA at your company has approved your access.
1. Once your access is approved by your BSA, you will be able to **select** Go To Service
2. Once you select Go To Services, click “No Promo Code”
3. Then you will be directed to an online form titled “Mailing Promotions Portal Access Request”
## INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

**Sign up for Mailing Promotion Portal (MPP)**

<table>
<thead>
<tr>
<th>Mailing Promotions Portal Access Request</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
</tr>
<tr>
<td><strong>Company</strong></td>
</tr>
<tr>
<td><strong>Phone</strong> (Required Format: xxxxxxxxxx)</td>
</tr>
<tr>
<td><strong>Email</strong></td>
</tr>
<tr>
<td><strong>Industry Type</strong></td>
</tr>
<tr>
<td><strong>Are you a Marketer or Mail Service Provider?</strong></td>
</tr>
<tr>
<td>→ None →</td>
</tr>
</tbody>
</table>

1. Complete the form above and submit it.
2. The Promotion Office will review your submission and will send you an approval email within one business day.
INFORMED DELIVERY PROMOTION JOURNEY – PRE-CAMPAIGN

Sign up for Mailing Promotion Portal (MPP)

Once you receive your approval email from the Promotion Office, please follow these steps:
1. Log back into BCG
2. Click Mailing Services
3. Scroll down to Mailing Promotions Portal
4. Click “Go to Service”
5. Click “Submit”
6. You will be redirected to the Mailing Promotions Portal

Please Note That

MPP Doesn’t Register You for ID Promotion or Create Your Campaign
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
- **Available on Postal Pro:** https://postalpro.usps.com/promotions
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.
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.
Further questions can be directed to the Promotions Office.

Email: quest@usa.gov
Phone: 123-456-7890

For questions about the design, production, or mailing of your promotion, please contact the Promotions Office at (123) 456-7890. Support is available Monday through Friday, 8:00 AM to 5:00 PM (Eastern Time).

Have question or need help? Find out the best ways to get in touch with the Promotions Office.
<table>
<thead>
<tr>
<th>Promotions</th>
<th>Promotion Period</th>
<th>Registration Period</th>
<th>Promotion Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tactile, Sensory and Interactive</td>
<td>Dec 15 – Jul 31</td>
<td>Jan 15 – Feb 1</td>
<td>Jul 31</td>
</tr>
<tr>
<td>Emerging &amp; Advanced Technology</td>
<td>Jan 15 – Mar 1</td>
<td>Mar 1</td>
<td>Aug 31</td>
</tr>
<tr>
<td>Earned Value</td>
<td>Feb 15 – Mar 30</td>
<td>Apr 1</td>
<td>Jun 30</td>
</tr>
<tr>
<td>Personalized Color TransPROMO</td>
<td>Feb 1</td>
<td>May 15 – Jul 1</td>
<td>Dec 31</td>
</tr>
<tr>
<td>Informed Delivery</td>
<td>Jun 15 – Aug 1</td>
<td>Aug 1</td>
<td>Dec 31</td>
</tr>
<tr>
<td>Mobile Shopping</td>
<td>Jul 15 – Sep 1</td>
<td>Sep 1</td>
<td>Dec 31</td>
</tr>
<tr>
<td>Promotions</td>
<td>Description</td>
<td>Eligibility</td>
<td>Discount</td>
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<tr>
<td><strong>Tactile, Sensory and Interactive Mailpiece Engagement</strong></td>
<td>Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.</td>
<td>Marketing Mail letters and flats; First-Class Mail letters, cards, and flats</td>
<td><strong>4%</strong></td>
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<tr>
<td><strong>Emerging and Advanced Technology</strong></td>
<td>Encourages mailers to incorporate emerging technologies such as Enhanced Augmented Reality, Virtual Reality, Mixed Reality, NFC, Video in Print, and mail integration with voice assistants (basic and advanced).</td>
<td>Marketing Mail letters and flats; First-Class Mail letters, cards, and flats; Non-Profit Marketing Mail letters and flats</td>
<td><strong>2%-3%</strong></td>
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<tr>
<td><strong>Earned Value Reply Mail</strong></td>
<td>Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.</td>
<td>Credits may be applied to postage for qualifying First-Class and Marketing Mail letters &amp; flats. They must be used by December 31, 2022.</td>
<td><strong>$0.02 credit per counted reply and/or share mail piece</strong></td>
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<tr>
<td><strong>Personalized Color TransPromo</strong></td>
<td>Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.</td>
<td>First-Class Mail presort and automation letters (bills and statements)</td>
<td><strong>3%</strong></td>
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<tr>
<td><strong>Informed Delivery</strong></td>
<td>Encourages mailers to use USPS’ Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.</td>
<td>Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats</td>
<td><strong>4%</strong></td>
</tr>
<tr>
<td><strong>Mobile Shopping</strong></td>
<td>Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.</td>
<td>Marketing Mail letters and flats</td>
<td><strong>2%</strong></td>
</tr>
</tbody>
</table>