

United States Postal Service®

INDUSTRYALERT

July 13, 2022

2022 Mobile Shopping Promotion Webinar

Please join the New Solutions Team for our 2022 Mobile Shopping Promotion webinar on Monday, July 18, 2022, from 2:00 to 3:00 PM EST. There will be an in-depth presentation on the Mobile Shopping Promotion including how to qualify, how to enroll, and more key details that will help you succeed with this promotion.

2022 Mobile Shopping Promotion Registration

No registration is required, and the webinar will be recorded for your convenience. We look forward to your attendance.

Registration for the Mobile Shopping Promotion will open on July 15, 2022. The Promotion Period runs from September 1, 2022, to December 31, 2022.

Take Customers from Mail to Marketplace, No Laptop Required. Direct mail remains a valued and valuable part of the holiday marketing mix. The Mobile Shopping Promotion encourages mailers to integrate mobile technologies with direct mail to create a convenient, efficient online shopping experience for customers. Use QR codes®, voice assistants, and image recognition to enable your customers to shop directly from mail and drive sales.

The discount for the Mobile Shopping Promotion is 2%.

To find out more about the 2022 Mobile Shopping Promotion, please visit the PostalPro page here: [2022 Mobile Shopping Promotion | PostalPro \(usps.com\)](#)

Note: you do NOT need a Zoom account to join the meeting.

The preferred choice is to Join with Computer Audio. If you use Zoom Call Me,

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