2022

PERSONALIZED COLOR TRANSPROMO PROMOTION

Brightening Up Mail

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



STATEMENT

REWARDS

PROMOTION OVERVIEW

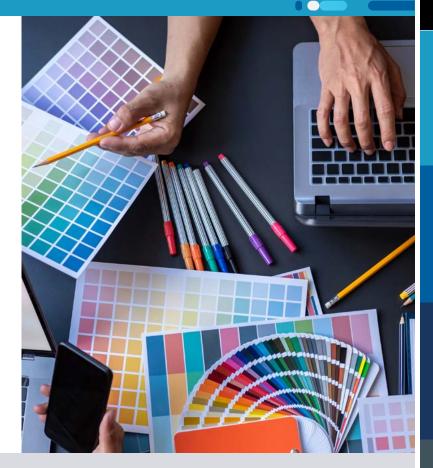
OVERVIEW

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

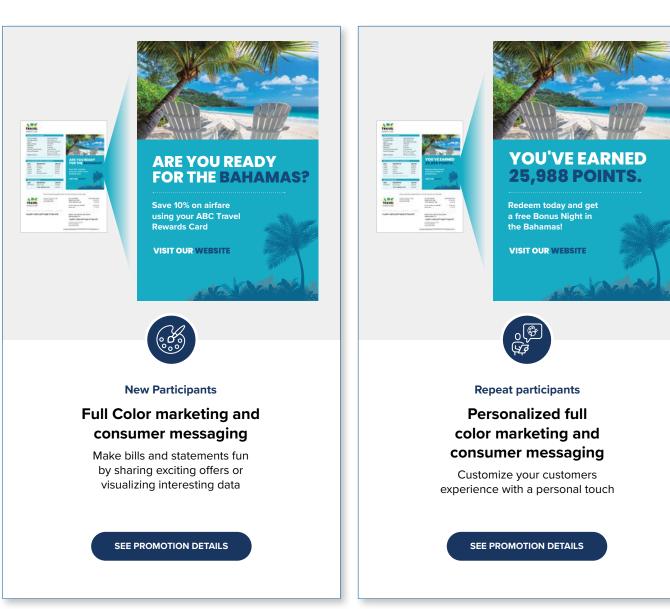
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	ОСТ	NOV	DEC
		Regist	tration Perio	d 🕘 MA	• MAY 15 ·····						DEC 31 ●
				Promotion Period	• JUL 1	•••••	• • • • • • • • • • • • • • • • •		•••••	DEC 31 ●	

PROMOTION FEATURES: COLOR MARKETING AND CONSUMER MESSAGING



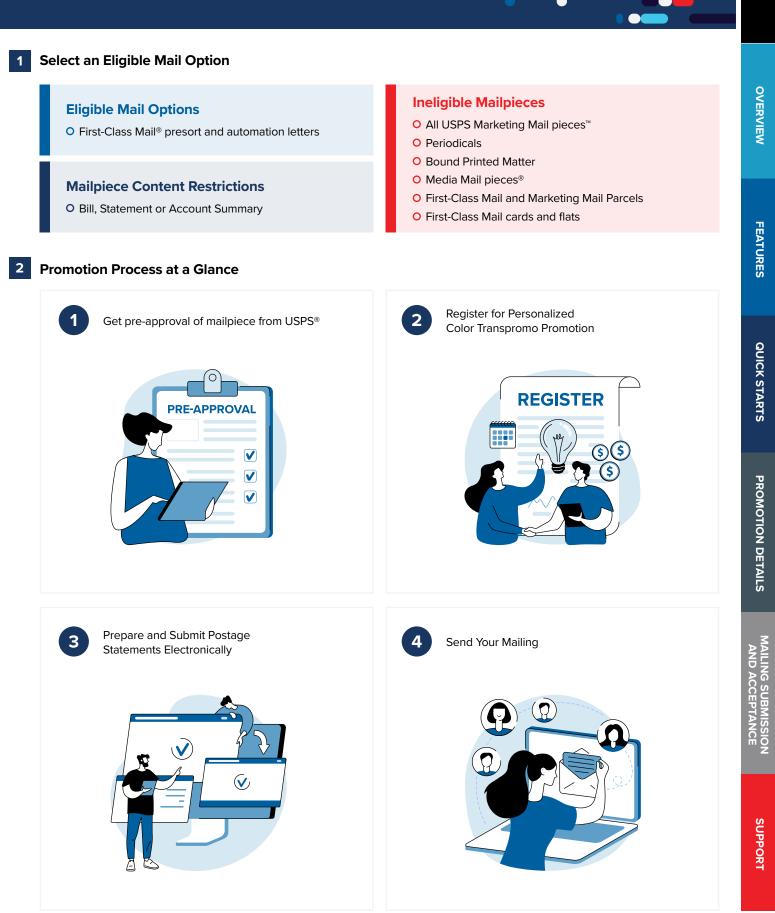
Colorfully Enhancing Bills and Statements

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



2

QUICK START



MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

PROMOTION DETAILS

Program Information

FEB

JAN

1A

1B

	Registration Period	• MAY 15 ······					DEC 31 ●
		Promotion Period	• JUL 1				DEC 31 ●
Discount Amounts		olor	postage sta is deducted categories prices listed	atement at the d from the pos that are paid a d in the publis	ed in PostalOne e time of mailing stage amounts at the time of n shed Price List (punt is applied	g. The 3% disc of qualifying p nailing. Norma (Notice 123): aj	count roduct I postage oply to
B Promotion Process	5						
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Contact the promotions team

Please direct questions about promotion requirements to the Mailing Promotions Portal. For questions about Portal functionality, please contact mailingpromotions@usps.gov.

PROMOTION DETAILS

3% DISCOUNT



HOME

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.

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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



Full Color marketing and consumer messaging

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

PROMOTION DETAILS

3% DISCOUNT

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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.



OVERVIEW

FEATURES





Full Color marketing and consumer messaging

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

MAILING SUBMISSION AND ACCEPTANC

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.

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.**



Personalized Color Transpromo



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

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. <u>https://postalpro.usps.com/node/852</u>

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.

MAILING SUBMISSION AND ACCEPTANC

D Postage Payment Method

The eligible postage payments are:

- Permit Imprint
- Precanceled Stamp Permit
- Meter Permit

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 for more information.



MAILING SUBMISSION AND ACCEPTANC

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.

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.

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MAILING SUBMISSION AND ACCEPTANC

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.

66

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.



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.

SUPPORT



Further questions can be directed to the Promotions Office.



EMAIL For questions about USPS Promotions, contact mailingpromotions@usps.gov.

Note: Please do not email mailpiece samples, as you must upload these to the Mailing Promotions Portal for pre-approval.



For instructions on accessing the Mailing Promotions Portal, visit: <u>https://postalpro.usps.</u> com/promotions/portal. The Promotions Office responds to all inquiries within 4 business days.

Links to webinars, FAQs and other promotion resources can be found on the PostalPro[™] website at: <u>https://</u>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: <u>MSSC@USPS.</u> <u>gov</u> or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!) for assistance.

2022

PERSONALIZED COLOR TRANSPROMO PROMOTION



REVISION HISTORY

Date	Section	Reason for Revision	Version
July 22, 2022	MPP	MPP information updates	v2

