2023 PROMOTIONS CALENDAR

USPS Marketing Mail® and First-Class® Mail Products

First-Class®Mail Service

Registration Period

Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	ОСТ	NOV	DEC
TACTILE, SENSORY AND INTERACTIVE		☑ JAN 9	FEB 1					JUL 31					
PERSONALIZED COLOR TRANSPROMO		☑ JAN 9	FEB 1					JUL 31					
EMERGING TECHNOLOGY (now includes Mobile Shopping)				<u></u>	MAR 15	© MAY	1					NOV 30	
REPLY MAIL NEW IMBATM						[6	△ MAY 15	토 JUL	1				DEC 31
INFORMED DELIVERY®							[6	JUN 15	₽ AUG	1			DEC 31
RETARGETING NEW								6	ຶ່ງ JUL 15	SEPT	1	NOV 30	



2023 PROMOTIONS - WHAT'S NEW

TACTILE, SENSORY, INTERACTIVE

· Discount: Increase

 New eligibility: Scent on the outside of the envelope

Discount: 5%

PERSONALIZED COLOR TRANSPROMO

 Timeframe: Moved from Jul – Dec to Feb – Jul

Eligibility: Add CRM/BRM inclusion incentive

 Discount: Add tier for reply mail inclusion

Discount: 3% or 4%



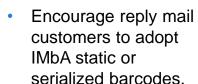
EMERGING TECHNOLOGY (NOW INCLUDES MOBILE SHOPPING)

- Combined promotions
- Timeframe: Increase to 7 mos. (May – Nov)
- Discount: Increase tier pricing



Discount: 3% or 4%

REPLY MAIL IMBA



Discount: 3% or 6% (on inbound reply mailpiece scanned)



INFORMED DELIVERY®

 Incentive for eDoc submitters

Discount Mailers: 4% eDoc Submitter: 0.5%



RETARGETING



 Incentivizes marketers to send out a postcard to a recent website or mobile app visitor that didn't convert.







2023 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
PERSONALIZED COLOR TRANSPROMO	FEBRUARY 1 - JULY 31, 2023	СР	First-Class Mail® presort & automation letters	Color Ink: 3% Discount off at Postage Statement line level
	1 EBNOART 1 - 30ET 31, 2023	CR	First-Class Mail® presort & automation letters	Color Ink w/Reply Mail: 4% Discount off at Postage Statement line level
TACTILE, SENSORY AND INTERACTIVE	FEBRUARY 1 - JULY 31, 2023	SS	First-Class Mail® & Marketing Mail®	5% Discount off at Postage Statement line level
EMERGING TECHNOLOGY		ME	First-Class Mail® & Marketing Mail®	Emerging Technology: 3% Discount off at Postage Statement line level
(NOW INCLUDES MOBILE SHOPPING)	MAY 1 - NOVEMBER 30, 2023	1X	First-Class Mail® & Marketing Mail®	Enhanced Emerging Technology: 4% Discount off at Postage Statement line level
REPLY MAIL IMBA	JULY 1 - DECEMBER 31, 2023	-	First-Class Mail®	3% Discount off Static IMbA 6% Discount off Serialized IMbA
INFORMED DELIVERY	AUGUST 1 - DECEMBER 31, 2023	PI	First-Class Mail® & Marketing Mail®	4% Discount for mailers at Postage Statement line level 0.5% Incentive for eDoc submitter
RETARGETING	SEPTEMBER 1 - NOVEMBER 30, 2023	RG	First-Class Mail® Postcards	5% Discount off at Postage Statement line level