

2023 Promotions Overview

EMERGING AND ADVANCED TECHNOLOGY WEBINAR

February 24, 2023, 1 PM EST

Please go on MUTE.

We will begin the webinar soon.



2023

EMERGING AND ADVANCED TECHNOLOGY

(NOW INCLUDING MOBILE SHOPPING)

Hear the engine rev, walk through your next home, or ask a question...with mail.

Wow your customers with the unexpected by guiding their exploration in ways that let them watch, listen, or speak.



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	OCT	NOV	DEC
TACTILE, SENSORY AND INTERACTIVE		JAN 9	FEB 1					JUL 31					
PERSONALIZED COLOR TRANSPROMO		JAN 9	FEB 1					JUL 31					
EMERGING TECHNOLOGY <small>(now includes Mobile Shopping)</small>				MAR 15		MAY 1						NOV 30	
REPLY MAIL IMbA™						MAY 15		JUL 1					DEC 31
INFORMED DELIVERY®							JUN 15	AUG 1					DEC 31
RETARGETING								JUL 15	SEPT 1			NOV 30	

2023 PROMOTIONS WHAT'S NEW

TACTILE, SENSORY, INTERACTIVE

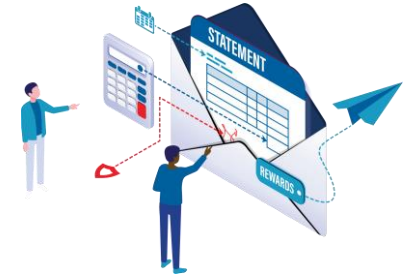
- Discount: Increase
- New eligibility: Scent on the outside of the envelope



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 & MOBILE SHOPPING

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

DISCOUNT: 3% OR 4%



REPLY MAIL IMBA

- Encourage reply mail customers to adopt IMbA static or serialized barcodes.

DISCOUNT: 3% OR 6%



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.

DISCOUNT: 5%

WHAT'S NEW 2023

 Registration Period  Promotion Period

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
			 MAR 15		 MAY 1						NOV 30	

Tiered Discount Structure Increased



3% for “Emerging Technologies”

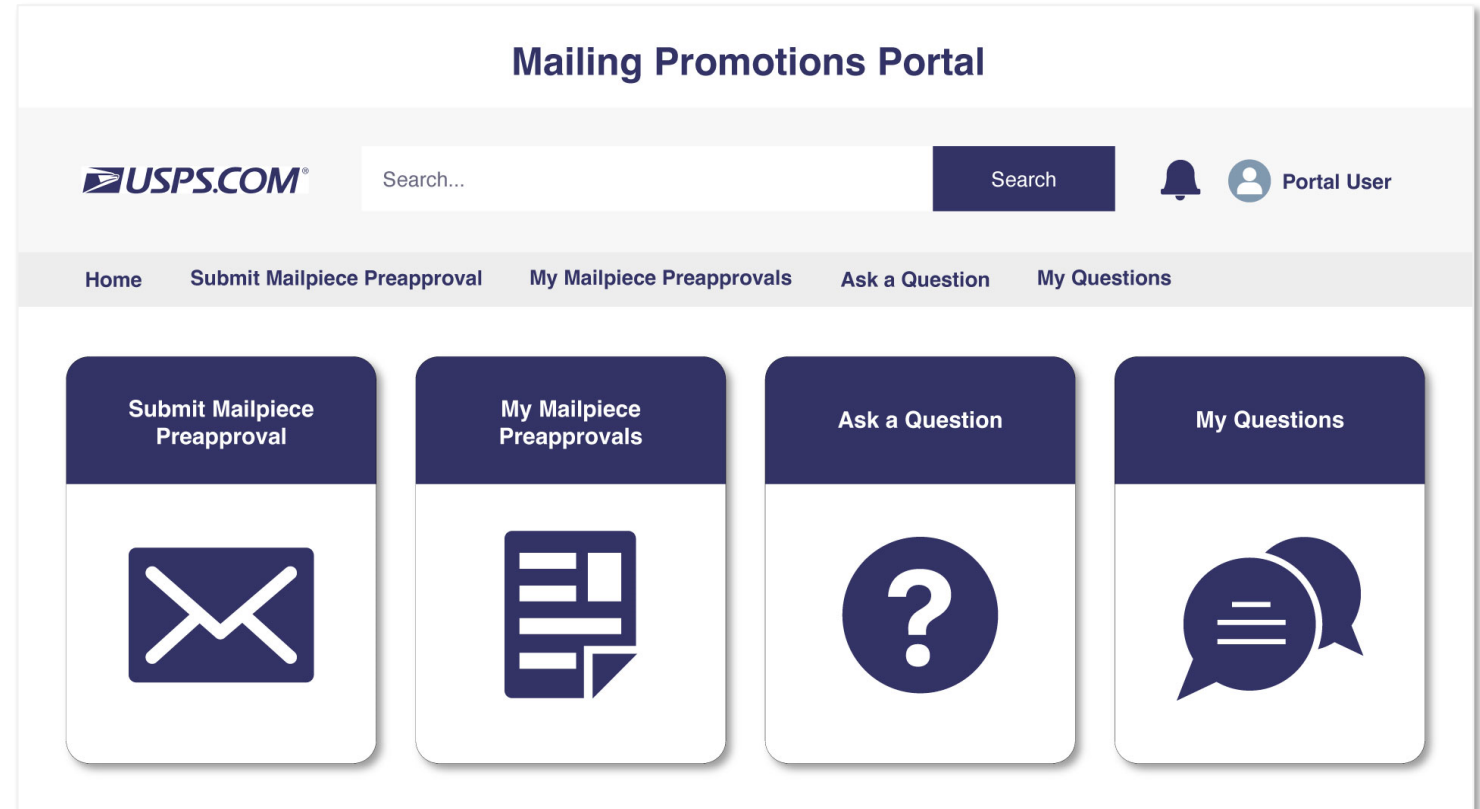
- New: Mobile Shopping



4% for “Enhanced Emerging Technologies”

MAILING PROMOTIONS PORTAL SUBMISSION PROCESS

1 Submit Mailpiece Preapproval in Mailing Promotions Portal



MAILING PROMOTIONS PORTAL SUBMISSION PROCESS

1 Submit Mailpiece
Preapproval in Mailing
Promotions Portal

2 Choose 'Emerging and
Advanced Technology
Promotion' from picklist

Mailpiece Preapproval Form

*Promotion Type

Emerging and Advanced Technology Promotion



Next

3

Complete Mailpiece Preapproval form

Mailpiece Preapproval Form

* Mailpiece Title

ABC Company DM

* Technology Used

Mobile Shopping QR Code (3% Discount)

--None--

Enhanced Augmented Reality (3% Discount)

Basic Integration with Voice Assistant (3% Discount)

Advanced Integration with Voice Assistant (4% Discount)

Video in Print Technology (4% Discount)

Near Field Communication (4% Discount)

Mixed Reality (4% Discount)

Virtual Reality (4% Discount)

3

Complete Mailpiece
Preapproval form

4

Upload digital copies

Mailpiece Preapproval Form

Please attach a digital copy of the mailpiece you are submitting for preapproval.



Upload Files

Or drop files

Next

3

Complete Mailpiece
Preapproval form

4

Upload digital copies

5

Receive confirmation of
submission with Service
Request number

Mailpiece Preapproval Form

Your request, SR#44608540, has been submitted. You will receive a notification in the event further information is required, or decision has been reached on your request.

Finish



REVIEW PROCESS

- 01** All participants must submit an electronic sample of their mailpiece(s) for review and identify the mail owner in the Mailing Promotions Portal.

- 02** Participants can include an image.

- 03** If all criteria is met, mailpieces are approved.

- 04** For registration issues, customer should contact PostalOne!®.

ME

is the CCR Code at **3% Discount**



2023 Emerging & Advanced Technology Promotion

This program is not available for enrollment [Back to Incentives Home](#)

Program Summary

2023 Emerging & Advanced Technology Promotion Overview

The use of technology is a proven force in the marketing landscape for today's savvy marketing professionals. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with advances in technology. To participate in the promotion, the mailpiece must incorporate any of the following technologies: "Enhanced" Augmented Reality, Basic Integration using Voice Assistant and new to this year, Mobile Shopping. Each of these technologies allow for a 3% discount when used in a qualifying mailpiece. These technologies will allow the recipient to engage in an interactive experience using the mailpiece and mobile devices, tablets, etc.

Program Assistance

NOTE: The mailpiece must use at least one form of the approved emerging or advanced technologies referenced above in order to receive the promotion discount.

► Show Additional Information

1X

is the CCR Code at **4% Discount**



2023 Enhanced Emerging Technologies Promotion

This program is not available for enrollment [Back to Incentives Home](#)

Program Summary

2023 Enhanced Emerging Technologies Promotion Overview

The use of technology is a proven force in the marketing landscape for today's savvy marketing professionals. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with advances in technology. To participate in the promotion, the mailpiece must incorporate any of the following technologies: Mixed Reality, Virtual Reality, Advanced Integration using Voice Assistant, NFC Technology, and Video in Print. Each of these technologies allow for a 4% discount when used in a qualifying mailpiece. These technologies will allow the recipient to engage in an interactive experience using the mailpiece and mobile devices, tablets, etc.

Program Assistance

NOTE: The mailpiece must use at least one form of the approved emerging or advanced technologies referenced above in order to receive the promotion discount.

► Show Additional Information

2023 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>

2023
**EMERGING AND
ADVANCED
TECHNOLOGY
PROMOTION**
(NOW INCLUDING MOBILE SHOPPING)

Hear the engine rev, walk through your next home, or ask a question...with mail.

Wow your customers with the unexpected by guiding their exploration in ways that let them watch, listen, or speak.

OVERVIEW
See what this promotion is about.
[LEARN MORE](#)

FEATURES
Understand the different technologies you can use (and see why they are great).
[LEARN MORE](#)

QUICK START
Learn the key steps in the process.
[LEARN MORE](#)

PROMOTION DETAILS
Dive deeper into each technology.
[LEARN MORE](#)

MAILING SUBMISSION AND ACCEPTANCE
Find out about promotion registration, mailing submissions, and mail acceptance.
[LEARN MORE](#)

SUPPORT
Find online resources and contact information for questions.
[LEARN MORE](#)

UNITED STATES
POSTAL SERVICE

HOME

OVERVIEW

FEATURES

QUICKSTARTS

PROMOTION DETAILS

MAILING SUBMISSION
AND ACCEPTANCE

SUPPORT

EMERGING AND ADVANCED TECHNOLOGY 2023 OVERVIEW

Encourage mailers to send mail experiences that excite customers by connecting mailpieces with the latest digital technologies. Leverage technologies that can boost brand awareness, show off product features, highlight key information, send irresistible offers, facilitate mobile shopping, or engage with customers in new ways. The promotion includes two discount levels depending on the complexity of the technology employed.



3% DISCOUNT

- "Enhanced" Augmented Reality
- Basic Integration with Voice Assistant
- Mobile Shopping

4% DISCOUNT

- Advanced Integration with Voice Assistant
- Video in Print
- Near Field Communication (NFC)
- Mixed Reality (MR)
- Virtual Reality (VR)

REGISTRATION PERIOD

Mar 15, 2023 – Nov 30, 2023

PROMOTION PERIOD

May 1, 2023 – Nov 30, 2023

ELIGIBLE MAIL:

- First-Class® Mail letters, cards, and flats
- USPS Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats

EMERGING AND ADVANCED TECHNOLOGY



Eight ways to create a new mail experience. All come with a discount.
New for 2023 are two discount levels earned by incorporating different technologies into your direct mailings. See what discount will be applied to each qualifying technology below.

3% DISCOUNT

EMERGING AND ADVANCED TECHNOLOGIES



“Enhanced” Augmented Reality
show real world objects using 3D digital images



Basic Integration with Voice Assistant
use basic voice commands to guide exploration



NEW

Mobile Shopping
make your direct mail a catalyst for consumer purchases

4% DISCOUNT

ENHANCED EMERGING TECHNOLOGIES



Advanced Integration with Voice Assistant
guide an experience through advanced voice commands



Video in Print Technology
create a mailable video experience



Near Field Communication
chip-enabled mailpiece



Mixed Reality
blend physical and virtual spaces



Virtual Reality
craft experiences that take place in the artificial world

3% TIER DISCOUNT

3% DISCOUNT



MOBILE SHOPPING



Integrate mobile technologies for convenient, seamless online shopping experiences

MUST INCLUDE

- A mobile print technology that when scanned on a mobile device leads to a mobile optimized website where customers can complete a purchase.
- Directional copy

NOT ELIGIBLE

- Making payment online for prior purchases or recurring services
- Downloading a deal or coupon



3% DISCOUNT



ENHANCED AUGMENTED REALITY (AR)

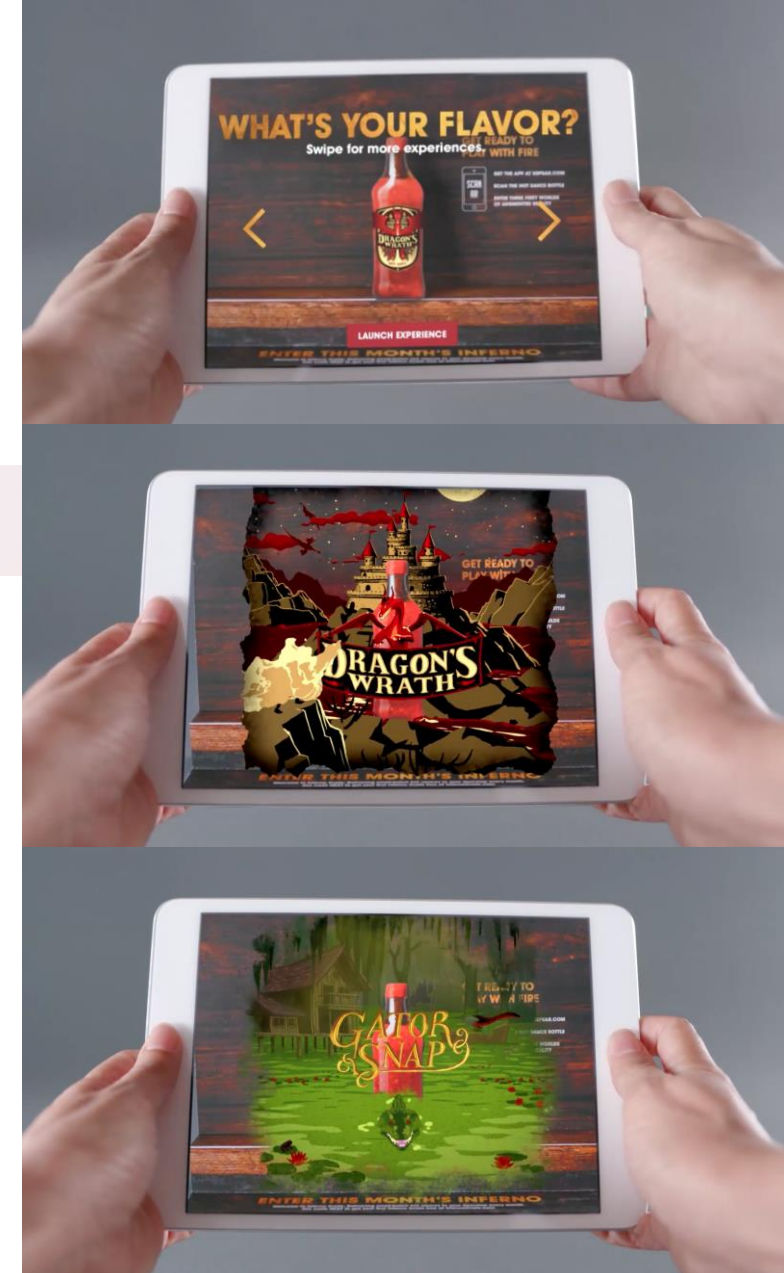
Show real-world objects using 3-D Images

MUST INCLUDE

- 3-D elements or modules
- Animation
- Interplay between the physical (mailpiece) and the digital that actively uses viewer's perspective

NOT ELIGIBLE

- “Enhanced” AR excludes the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button. 2-dimensional AR images do not qualify.





3% DISCOUNT



BASIC INTEGRATION WITH VOICE ASSISTANT

Use basic voice commands to guide exploration

MUST INCLUDE

- Use of voice assistant's existing search functionality and capability, which typically does not require customization or development by the mailer.
- Specific instructions directing recipients to use a voice prompt to deliver a consistent targeted response or action through a voice device.

NOT ELIGIBLE

- Mailpieces without a clear reason for sending users to a specific website will not qualify for Voice Assistant discounts.



4% TIER DISCOUNT

4% DISCOUNT



MIXED REALITY (MR)

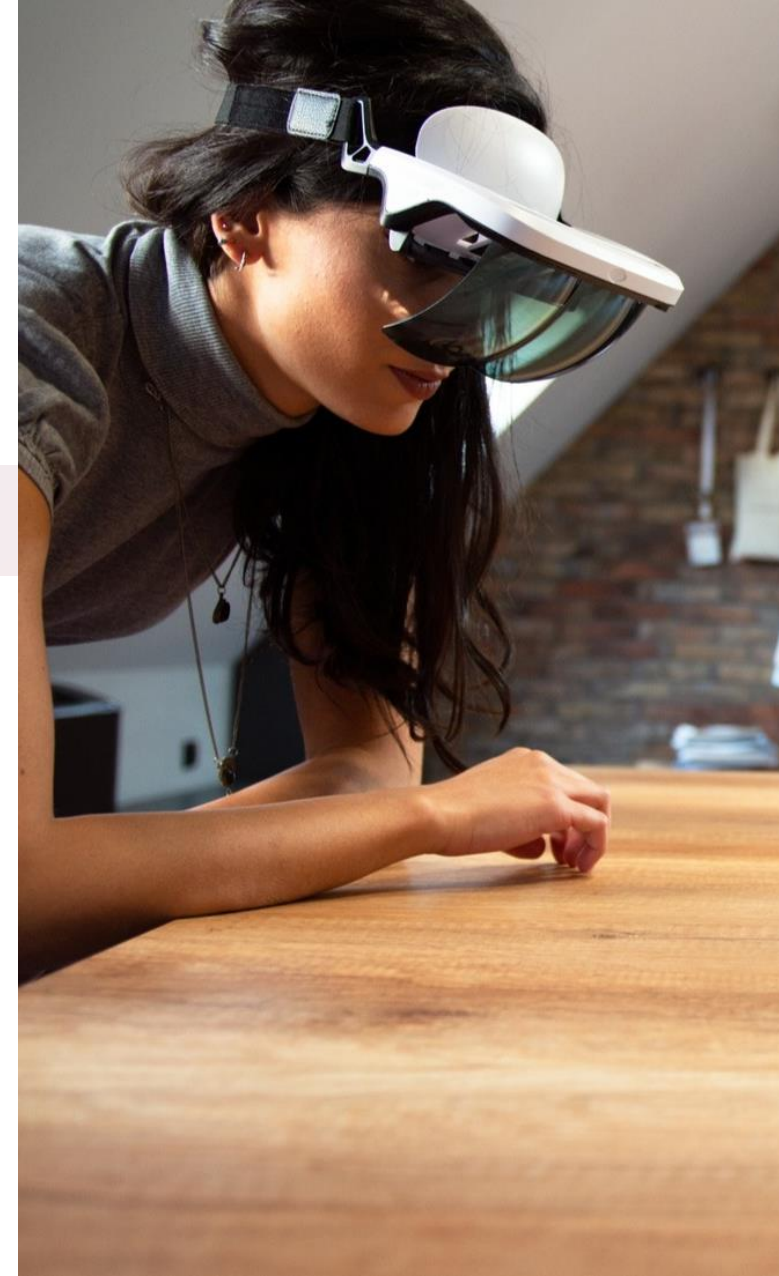
Blend physical and virtual spaces

MUST INCLUDE

- A trigger that leads to augmented and virtual experiences through a combined immersive technology that can include sight, sound, and touch
- Goggles or headset to deliver experience
 - May be part of the mailing or user's own device

NOT ELIGIBLE

- 2-dimensional MR images and experiences that do not employ headsets or goggles do not qualify.





February 2018

youtu.be/v2DPAnkOPkA

**Please review each promotions requirement for specific details*



4% DISCOUNT



VIRTUAL REALITY (VR)

Craft experiences that take place in the artificial world

MUST INCLUDE

- Artificially created sensory experiences, which can include sight, touch, and hearing
- Experience delivered via goggles or headset
 - May be part of the mailing or user's own device

NOT ELIGIBLE

- 2-dimensional VR images and experiences that do not employ headsets or goggles





Click Link Here or Paste URL Below into your Browser for VR video example.

postalpro.usps.com/promotions/2021-emerging-tech/vr

4% DISCOUNT



NEAR FIELD COMMUNICATION (NFC)

Use short range wireless connectivity to connect mail to electronic devices

MUST INCLUDE

- Small chip embedded into a mailpiece
- Triggered by tapping a mobile device to or waving the device over the mailpiece

NOT ELIGIBLE

- Cannot be used on ineligible mail classes



4% DISCOUNT



ADVANCED INTEGRATION WITH VOICE ASSISTANT

Create custom voice commands to deliver unique user experiences

MUST INCLUDE (either/or):

- Customized skill or action built for the company using complex modules via voice assistant developer-based toolkits or platforms (e.g., Alexa Skill Kit {ASK})
- Leveraging existing modules using highly customized skills or actions with complex customized scripting and content that is also unique to the company

NOT ELIGIBLE

- Mailings that don't use pre-built or customized skills or actions developed using such device toolkits (i.e., Alexa Skill Kit or Google Console)



4% DISCOUNT



VIDEO IN PRINT (VIP)

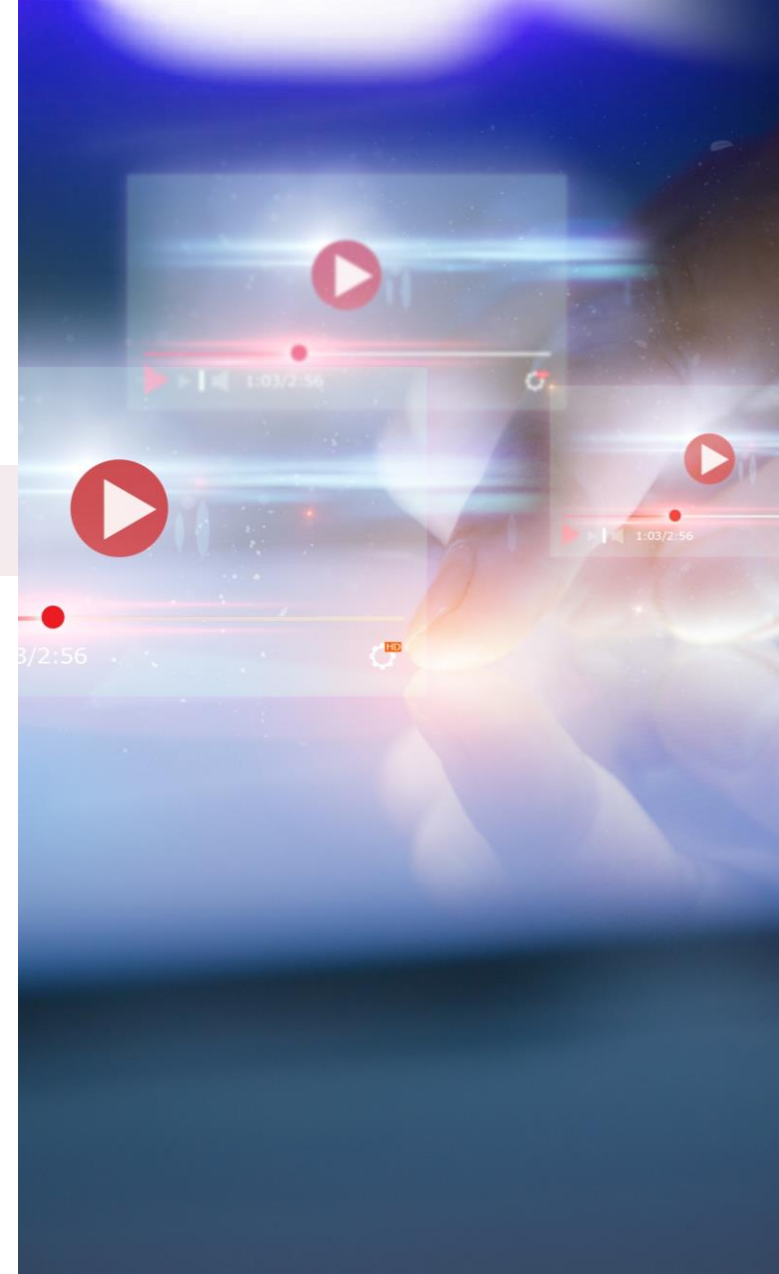
Create a mailable, interactive video experience

MUST INCLUDE (ViP can be integrated in the following ways):

- Integrated video screen within a printed, mailable piece
- Integrated video/picture utilizing translucent paper
- 360-degree video view
- Shoppable video

NOT ELIGIBLE

- Simply linking to video content (e.g., a YouTube video)

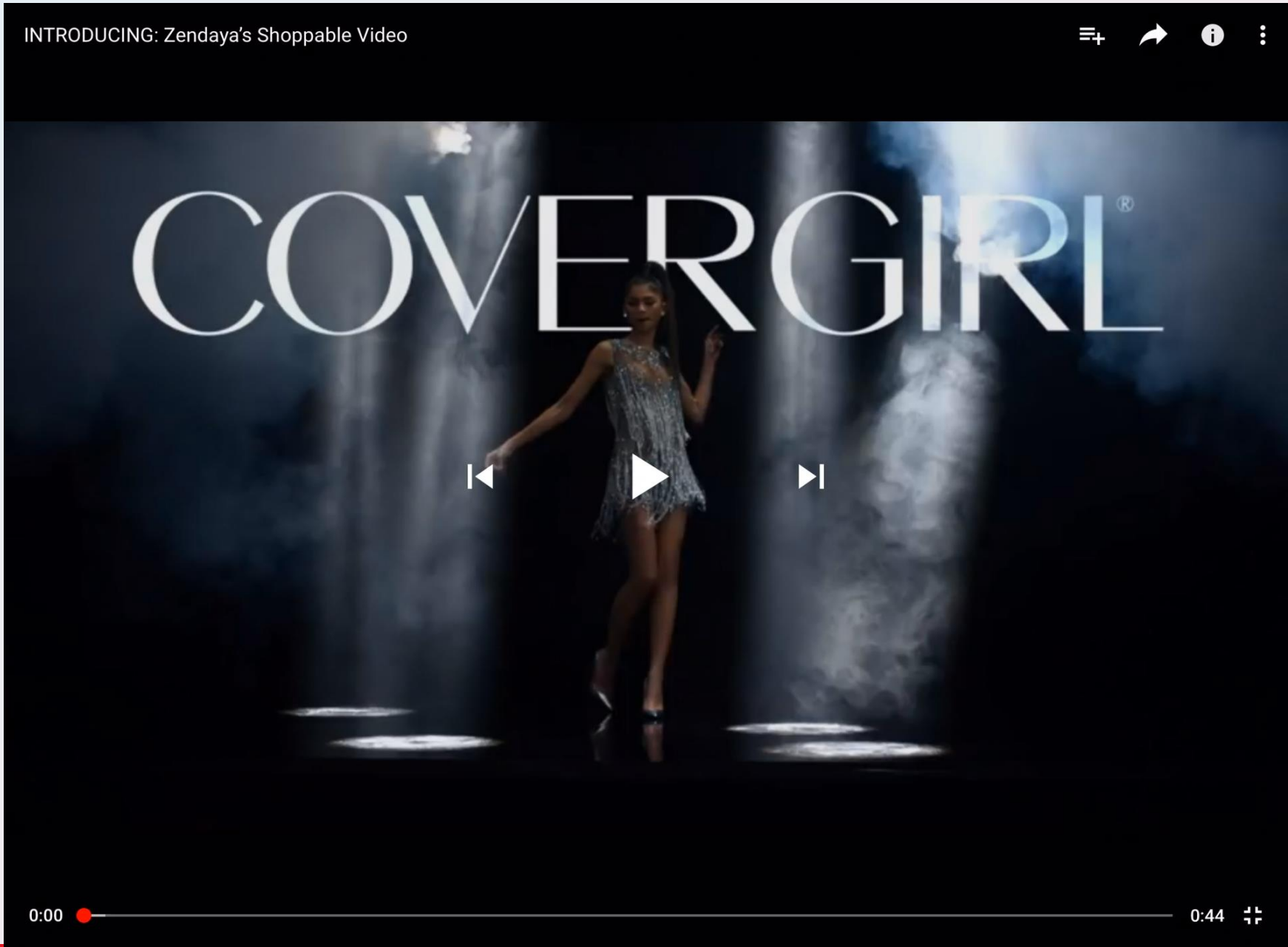


SHOPPABLE VIDEO EXAMPLE

*Please review each promotions requirement for specific details

youtu.be/PoXYkeHrfv0

February 2016



0:00

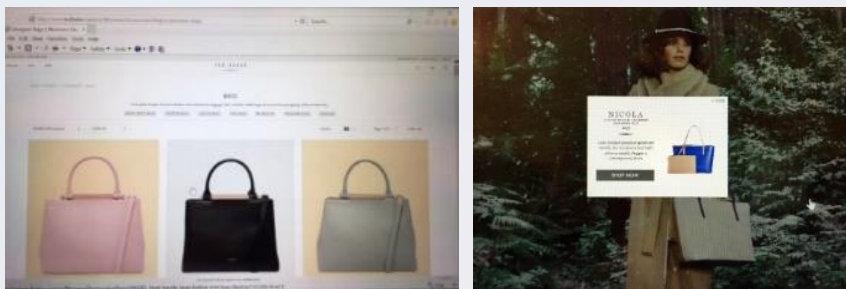
0:44

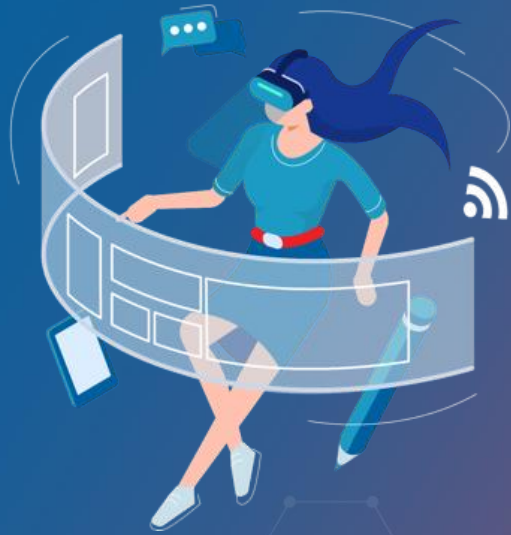
SHOPPABLE VIDEO EXAMPLE

*Please review each promotions
requirement for specific details

www.youtube.com/watch?v=GdFzhPc1gfA&t=8s

Wirewax





EMERGING AND
ADVANCED TECHNOLOGY

RESOURCES

Promotion Guidebooks

The Guidebooks facilitate participation in each of the Promotions available and provide guidelines to users. Guidebooks can be found on each Promotion's PostalPro page:

postalpro.usps.com/promotions/ET

How to Enroll Guide

Guide teaching participants how to register via the **Business Customer Gateway**:

postalpro.usps.com/promotions/how-to-enroll

For instructions on accessing the **Mailing Promotions Portal**, visit:

postalpro.usps.com/promotions/portal

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 or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!®) for assistance.

SUPPORT

Further questions can be directed to the Promotions Office.

Participants must upload all mailpiece samples to the Mailing Promotions Portal for preapproval. Please do not email samples.

For instructions on accessing the Mailing Promotions Portal, visit:

postalpro.usps.com/promotions/portal

Please direct questions about promotion requirements to the Mailing Promotions Portal. For questions about Portal functionality, please contact:

mailingpromotions@usps.gov

PostalOne!® Helpdesk

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QUESTIONS?