

2023

TACTILE, SENSORY & INTERACTIVE PROMOTION WEBINAR

**Enhance how consumers interact
and engage with mail.**





**TACTILE,
SENSORY,
INTERACTIVE**

2023 OVERVIEW

New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mailpieces to create a multi-sensory experience through special visual effects, sound, scent, texture, and even taste!

Features like pop-ups, infinite folds, and other dimensional treatments encourage interaction and drive customer engagement.

DISCOUNT AMOUNT

5% off

eligible postage

REGISTRATION PERIOD

Jan 9, 2023

—

Jul 31, 2023

PROMOTION PERIOD

Feb 1, 2023

—

Jul 31, 2023

ELIGIBLE MAIL:

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



2023 TSI CALENDAR



Registration Period



Promotion Period

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
	 JAN 9	 FEB 1						JUL 31				



2023 Discount of **5%** for eligible mailpieces



New pre-approval process via the Mailing Promotions Portal (MPP)

2023 WHAT'S NEW

- Discount for the Promotion has been increased from **4% to 5%**
- New Qualifying Treatments:
 - Scent on the outside of the envelope
 - *NOTE – Scents cannot be unpleasant
- Mailpiece Pre-Approval Process
 - Create a Service Request within the Mailing Promotions Portal
 - Once complete, print the information from the Service Request and Mail to the PO Box with the physical sample
 - Register via Incentive Programs in Business Customer Gateway (no change)



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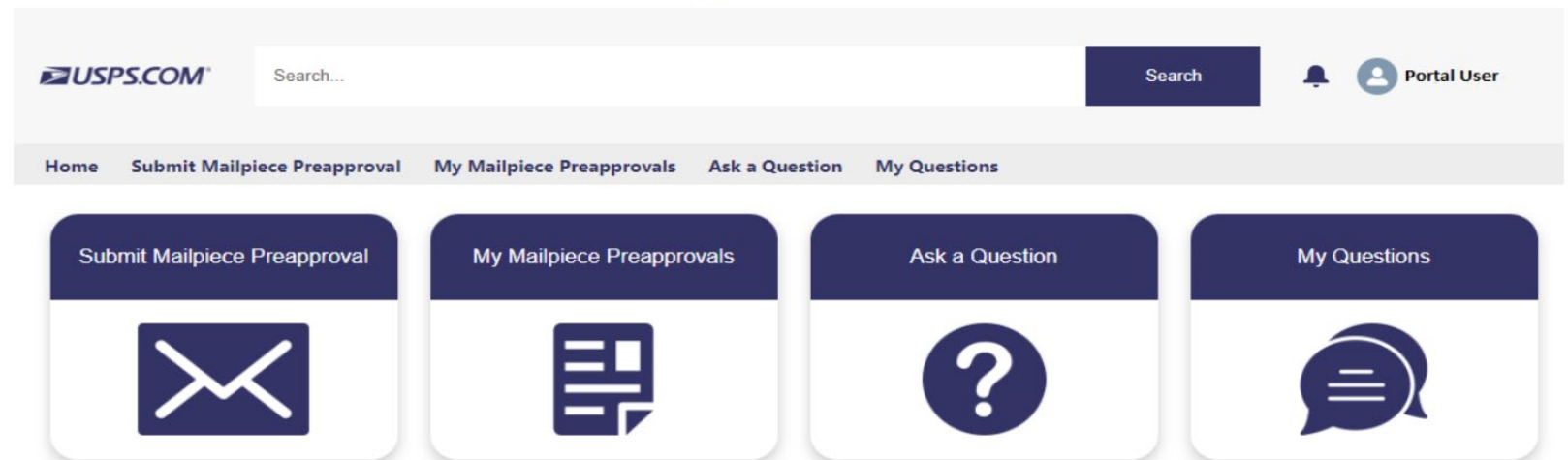


**TACTILE,
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PRE-APPROVAL PROCESS

- **Samples must still be physically reviewed**
- ALL samples must be submitted via the Mailing Promotion Portal (MPP) on the Business Customer Gateway
 - If you have not signed up, please follow instructions here:
<https://postalpro.usps.com/promotions/portal>
 - Utilize your **unique** BCG username

Mailing Promotions Portal





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PRE-APPROVAL PROCESS

01

Log in to the Mailing Promotions Portal via the Business Customer Gateway. Sign up if you have not already.

02

Select 'Submit Mailpiece Preapproval'. Follow instructions and upload an image of your sample (this will be used to identify it).

03

Read the Mailing Instructions page. A Service Request (SR) will be generated. Select 'Print Submission Letter' and include that letter in your mailing of the sample. The address for the PO Box can be found here.

04

Send your mailing. Once received a program manager will review it and provide a decision. You will be notified via email and can also check the status within the MPP.

05

Direct questions to the Mailing Promotions Portal Questions tab. Register for the Promotion via Incentive Programs in the Business Customer Gateway prior to mailing.

QUALIFYING TREATMENTS



**TACTILE,
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5% DISCOUNT

Tactile, Sensory, Interactive Promotion



Specialty Inks

Catch your customer's eye with unexpected sheens, special effects, and reactive colors



Sensory Treatments

Use unique treatments and paper substrates to trigger memorable experiences



Interactive Elements

Expand the experiential dimensions of your pieces through consumer interactions



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ELIGIBILITY

- Examples of applications are below. Full list of eligible/ineligible treatments can be found here - postalpro.usps.com/promotions/2023-tsi

Eligible	Ineligible
Gloss varnish	Reply envelopes
Embossed paper	Order forms
Scented varnishes	Mail diversion
Metallic inks	Geometric (simple) die-cuts
Clean release cards	Simple folds
Soft touch	Blow-in cards
Holographic stickers	Greeting cards
Trailing Edge Die-Cuts	Samples of products
Pop-Ups	Clear ink
Complex folds	

TSI SAMPLES



2023 PROMOTIONS GUIDEBOOKS

MODULAR

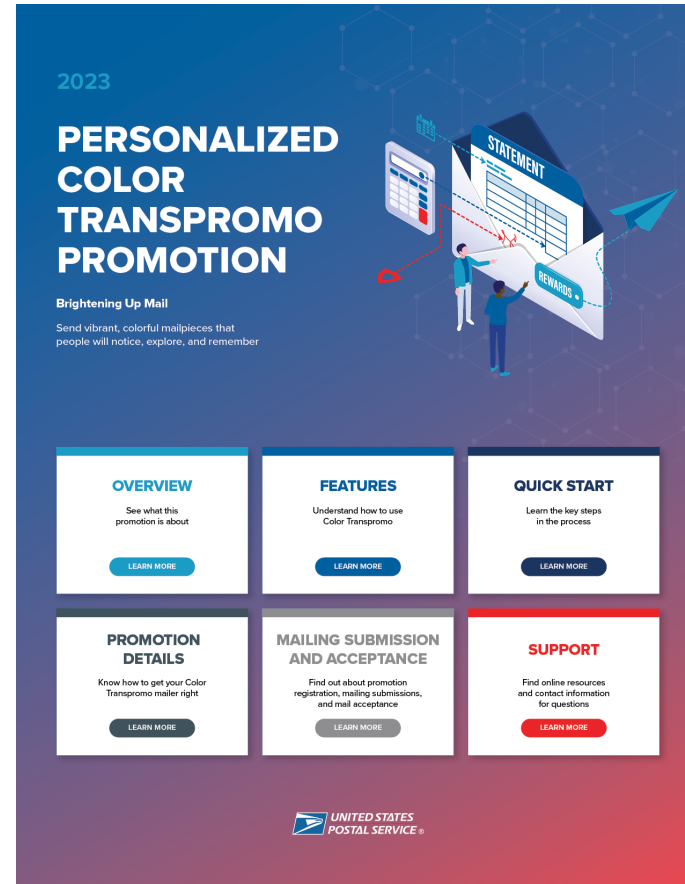
Distinct sections get you to the information you need, quickly and easily

CLICKABLE

Interactive tabs, buttons, and links take you directly to relevant content and resources

AVAILABLE ON POSTAL PRO

<https://postalpro.usps.com/promotions>



HOME

OVERVIEW

FEATURES

QUICKSTARTS

PROMOTION DETAILS

MAILING SUBMISSION
AND ACCEPTANCE

SUPPORT

SUPPORT

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:

mailingpromotions@usps.gov

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.





QUESTIONS?