

2023

# PERSONALIZED COLOR TRANSPROMO

## Brightening Up Mail

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

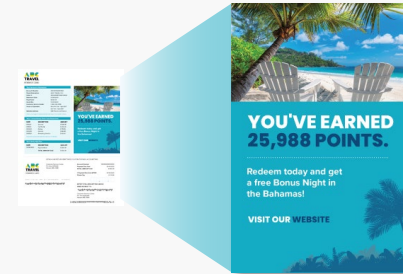


# PERSONALIZED COLOR TRANSPROMO 2023 OVERVIEW

Encourage marketers, advertisers, and mailers to incorporate color, dynamic variable print, and personalization into marketing messages. Participants must include a full color marketing message, transpromotional message, and/or visualization of account data in two or more colors not including black, white, or grayscale.



Add a reply mechanism to further engage with customers and earn an additional discount.



**3% DISCOUNT**

**Personalized Color  
Transpromo**



**4% DISCOUNT**

**Personalized Color Transpromo  
With Reply Mechanism**  
(Additional discount)

**REGISTRATION PERIOD**

Jan 9, 2023 – Jul 31, 2023

**PROMOTION PERIOD**

Feb 1, 2023 – Jul 31, 2023

## ELIGIBLE MAIL:

- First-Class Mail® Presort and automation letters
- Bills, statements, and account summaries only
- Additional discount for Courtesy Reply Mail or Business Reply Mail® inclusion (all reply pieces must include a valid Intelligent Mail™ Barcode (IMb™))





# WHAT'S NEW 2023



Registration Period



Promotion Period

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



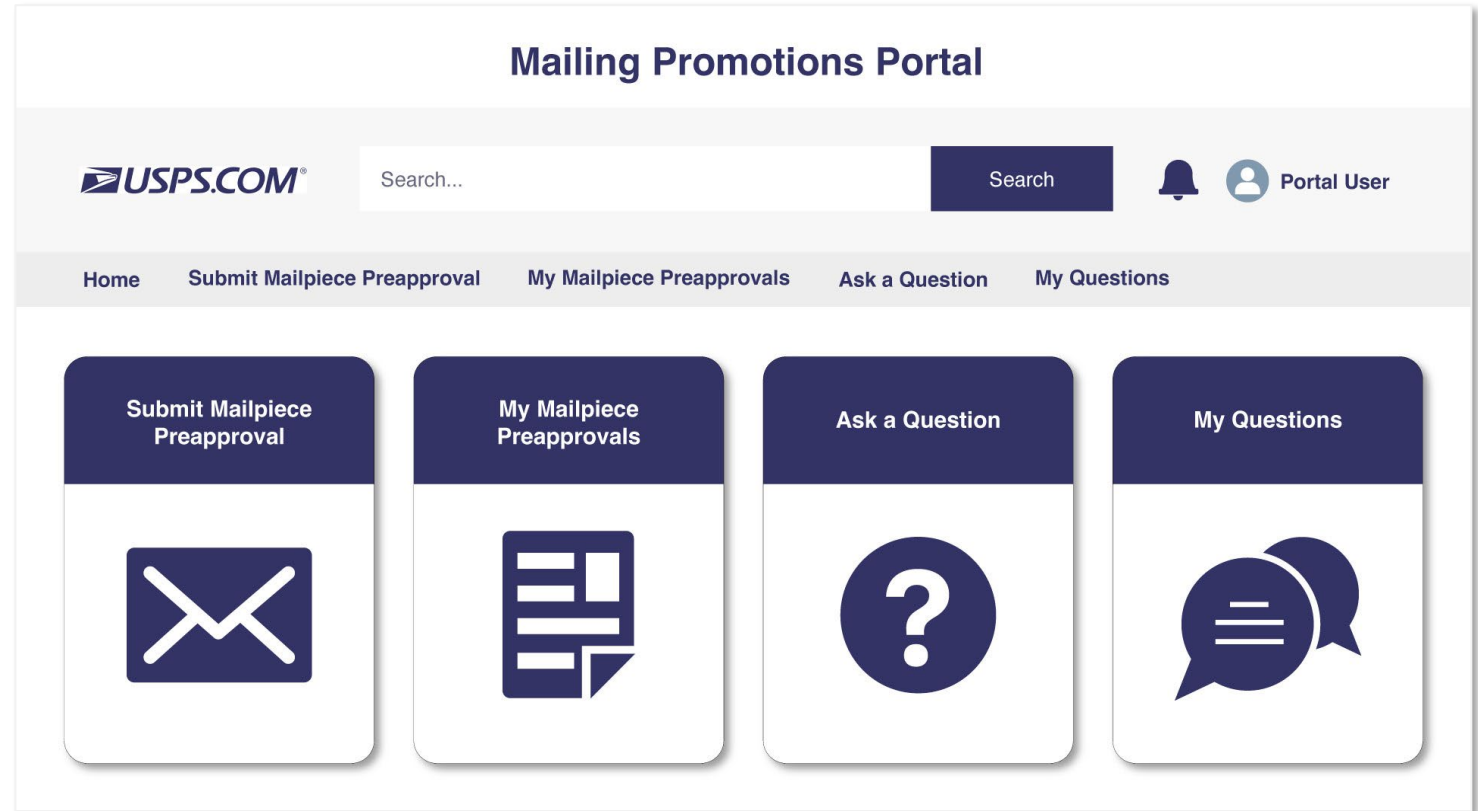
2023 Discount of **4%** for inclusion of **Reply Mechanism (CRM/BRM)** with IMb™



New participants & repeat participants have the same eligibility requirements

# MAILING PROMOTIONS PORTAL SUBMISSION PROCESS

## 1 Submit Mailpiece Preapproval in Mailing Promotions Portal



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# MAILING PROMOTIONS PORTAL SUBMISSION PROCESS

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**1** Submit Mailpiece  
Preapproval in Mailing  
Promotions Portal

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**2** Choose 'Personalized  
Color Transpromo  
Promotion' from picklist

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## Mailpiece Preapproval Form

\*Promotion Type

Personalized Color Transpromo Promotion



Next

# 3

## Complete Mailpiece Preapproval form

### Mailpiece Preapproval Form

\*Mailpiece Title

USPS PCT

\*Is this your first time participating in the Personalized Color Transpromo Promotion?

--None--

\*Mail Owner

USPS PCT

\*Mail Service Provider 

I am a Mail Service Provider Submitting on Behalf of a Mail Owner

I affirm that I have read submission guidelines for this promotion campaign and that the information I have provided meets these guidelines

[Click to view guidance and knowledge article for your request](#)

Previous

Next

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3

Complete Mailpiece  
Preapproval form

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4

Upload digital copies

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## Mailpiece Preapproval Form

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



Upload Files

Or drop files

Next

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**3** Complete Mailpiece  
Preapproval form

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**4** Upload digital copies

---

**5** Receive confirmation of  
submission with Service  
Request number

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## 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





PERSONALIZED  
COLOR TRANSPROMO

# 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 of their reply mail mechanism for an additional 1% incentive.
- 03** If all criteria is met, mailpieces are approved.
- 04** Upon meeting requirements, participants can request a preapproval letter to provide at mail entry instead of a hardcopy sample mailpiece.
- 05** For registration issues, customer should contact PostalOne!®

**3% DISCOUNT**

**OPTION 1**

# PERSONALIZED COLOR TRANSPROMO REQUIREMENTS

To qualify for the Promotion, mailpieces may include a personalized **Full Color Marketing Message**.

## FULL COLOR

Two or more colors not including black, white, or grayscale

## MARKETING MESSAGE

Offer for an additional product or service from the mailer

- Rewards, incentives, or loyalty programs
- Renewal offers for memberships or other services
- Coupons



3% DISCOUNT

OPTION 2

# PERSONALIZED COLOR TRANSPROMO REQUIREMENTS

Eligibility may include a **Full Color Visualization of Account Data**. This is most often utilized by utility companies and credit card companies.

## VISUALIZATION OF ACCOUNT DATA

A data visualization that shows a personalized look into a customer's account.

- Graph depicting spending over time
- Utility usage over time
- Rewards points earned



3% DISCOUNT

OPTION 3

# PERSONALIZED COLOR TRANSPROMO REQUIREMENTS

The use of a transpromotional message to **Cross-Sell** or **Upsell a product or service** without personalization is eligible.

## UPSELLING

Customer is encouraged to make an upgrade, such as applying for a new credit card with more rewards.

## CROSS-SELLING

Customer is encouraged to buy a related item, such as taking an additional offer for life insurance advertised on their auto insurance bill.





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**ELIGIBILITY**

**Along with including qualifying marketing messages, mailers must also meet these guidelines:**

- The qualifying message must be printed as an 'Onsert' with the content of the bill/statement itself, not as an insert or added beyond the fine print.
- Logos and text elements with color do not qualify on their own.
- Messages on the outside of the envelope are **ineligible**.
- Content that encourages mail diversion or "going paperless" does not qualify for the promotion.

4% DISCOUNT

# REPLY MECHANISM REQUIREMENTS

The reply mail mechanism must be uploaded to the Mailing Promotions Portal with a clear image of the IMb™.

- All reply pieces must contain an Intelligent Mail™ barcode (IMb™)
- Qualifying reply mechanisms: Courtesy Reply Mail or Business Reply Mail®





# EXAMPLE

## Color Integration



## Reply Mechanism







PERSONALIZED  
COLOR TRANSPROMO

# 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/2023-PCT](https://postalpro.usps.com/promotions/2023-PCT)

## How to Enroll Guide

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

[postalpro.usps.com/promotions/how-to-enroll](https://postalpro.usps.com/promotions/how-to-enroll)

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

[postalpro.usps.com/promotions/portal](https://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](mailto: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.

# 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  
**PERSONALIZED  
COLOR  
TRANSPROMO  
PROMOTION**

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

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

**FEATURES**  
Understand how to use Color Transpromo  
[LEARN MORE](#)

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

**PROMOTION DETAILS**  
Know how to get your Color Transpromo mailer right  
[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

# 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](https://postalpro.usps.com/promotions/portal)

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

[mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

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# QUESTIONS?