

2023

# RETARGETING PROMOTION

**Give engagement a second chance.**

Send personalized First-Class Mail® postcards to recent website or app visitors that didn't convert.



# PROMOTION OVERVIEW

## Retargeted direct mail blends the digital experience with a marketing mailpiece.

The process involves matching either the visitor's IP address to a website or an app to a customer's physical address. Triggered automatically by a digital interaction, retargeted direct mail is a dynamically printed, targeted message sent in a timely manner to a customer's home via First-Class Mail® Postcard.



**5% DISCOUNT** Retargeting Promotion

### Mark Your Calendar

Registration Period Promotion Period

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

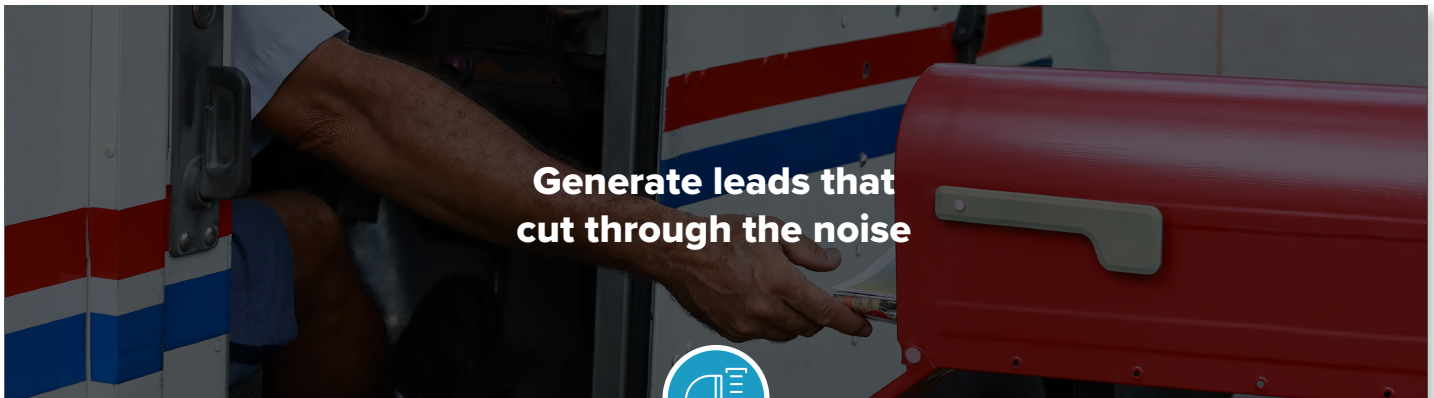
# PROMOTION FEATURES: RETARGETING



## Follow Up On Missed Connections

When customers browse a website or app, the potential for missed connections is high—from visiting websites and abandoning online shopping carts to downloading documents but forgetting to fill them out or respond.

Retargeting direct mail builds on the interest your customers show online, providing a unique path toward making a sale, building brand awareness, testing offers, and aligning with your multi- or omni-channel campaign objectives.



**Generate leads that cut through the noise**



### Retargeting

Stand out with in-home messaging that avoids the clutter of digital advertising.

**5% DISCOUNT**



### Please note:

- Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.
- **THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.**

# QUICK START

## 1 Select an Eligible Mail Option

### Eligible Mail Options

- First-Class Mail® Postcard
    - 4.25 x 6" Single Piece First-Class Mail® Postcard
    - 4.25 x 6" Pre-Sort First-Class Mail® Postcard
    - 6 x 9" Pre-Sort First-Class Mail® Postcard
- \* Please note there is no 6 x 9" Single Piece Postcard

### Ineligible Mailpieces

- First Class Mail® letters and flats
- USPS Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats
- Periodicals
- Bound Printed Matter
- Media Mail

### Eligible Service Type Identifier (STID)\*

- 498
- 499

\*Must use STID 498 or 499 in your Intelligent Mail® Barcode in order to qualify for the promotion discount.

\*STIDs 498 and 499 will be active when the promotion begins on September 1, 2023.

**!** "Mail diversion" messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.

## 2 Promotion Process at a Glance

- 1 Get pre-approval of your retargeting process and technology solution from USPS.



- 2 Register for the Retargeting Promotion.



- 3 Prepare and submit postage statements electronically.







- 4 Send your mailing.



# PROMOTION DETAILS

## 1A Program Information

 Registration Period  Promotion Period

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

### Discount Amounts

**5% DISCOUNT**

Retargeting Mail

The discount is calculated in PostalOne!® and applied to the postage statement at the time of mailing. The 5% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

*\*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.*

Retargeting Mail is dynamically printed, targeted messaging that is automatically triggered based on a digital interaction from either a website or app. Retargeting Mail is a marketing message that is sent via First-Class Mail® Postcard to a customer or consumer based on their online actions (e.g., shopping on a website). Mailers must use either STID 498 or STID 499 in order to qualify for the promotion.

STIDs 498 and 499 will be active when the promotion begins on September 1, 2023.



“Mail diversion” messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.

## 1B Promotion Process

- Design your **mailpiece**.
  - Produce a hard copy, personalized, dynamically printed mailpiece based on a digital interaction.
  - Follow the guidance in the requirements document to ensure eligibility.
  - Use STID 498 or STID 499 in the Intelligent Mail® Barcode.
- Obtain **pre-approval** for your mailing from **USPS**.
  - Request access to the Mailing Promotions Portal if you have not previously signed up. For instructions, visit: <https://postalpro.usps.com/promotions/portal>.
  - Log in to the Portal and contact the Program Office to set up a discussion regarding your technology implementation and reporting solution prior to mailing.
  - Once the Program Office has agreed to the technology and reporting requirements, USPS will issue authorization via pre-approval letter to participate in the promotion.
  - If it is not approved in writing prior to the mail entry date, the mailing will not qualify for the discount.
- If you haven't already registered, sign up for the **Retargeting Promotion** on the **Business Customer Gateway** via Incentive Programs. Make sure to do this at least two hours before sending your mail. [Visit the Business Customer Gateway for more details.](#)
- Prepare your postage statements and submit them electronically.** Remember to claim your discount when you file your mailing using the correct two-letter characteristic code or the dropdown in Postal Wizard®.
 

RG

Retargeted Mail (5% discount)
- We recommend that within 48 hours of the consumer's online activity, you enter the mailpiece at the postal facility via First-Class Mail® Postcard mail only.
- Send your mailing.** Remember to keep a hardcopy for your records.
- Watch your customer engagement rise.**

As the Mailing Promotions Portal continues to evolve, please note that USPS reserves the right to adjust the sample process.

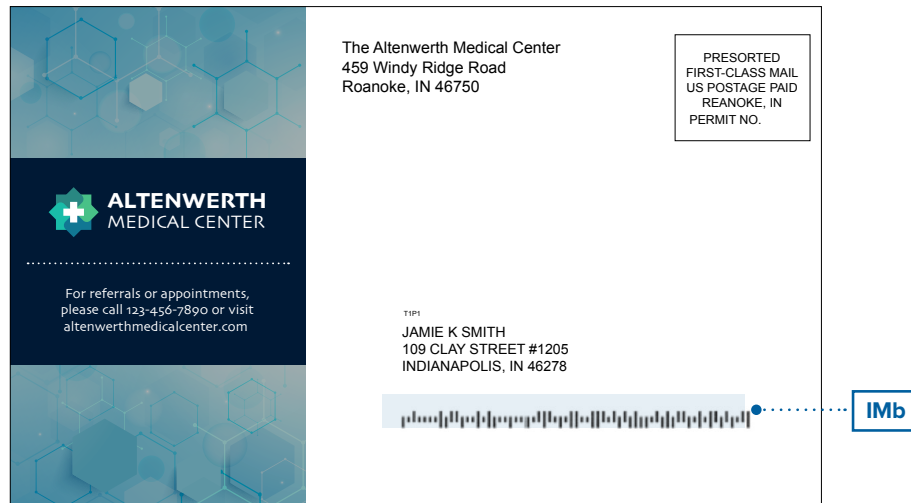
### Contact the Promotions Office

Please direct questions about promotion requirements to the Mailing Promotions Portal. For questions about Portal functionality, please contact [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov).

# PROMOTION DETAILS

## 2A Barcode Requirements

Prior to participating in the Retargeting Mail Promotion, review the information below regarding Service Type Identifiers (STIDs) and Mailer IDs (MIDs). Understanding and using the correct and eligible STIDs helps ensure that your mailpiece will qualify for the promotion. **The image below is for demonstration purposes only in order to illustrate an Intelligent Mail® Barcode (IMb®). This promotion is for First-Class Mail® postcards only.**



Note that enrollment takes place in the [USPS® Business Customer Gateway \(BCG\)](#).

### Example Intelligent Mail® Barcode (IMb®)

Intelligent Mail® Barcodes (IMbs®) are comprised of 31 digits that signify the barcode ID, service type ID (STID), mailer ID (MID), serial number, and routing code. Participants should check the barcodes on their reply pieces before registering to make sure they are eligible for this promotion.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Bar-code ID		Service Type ID (STID)			6-digit Mailer ID (MID)						9-digit Serial Number									Routing Code (i.e., Delivery Point Code)										

- Mailer Identifier (MID)**  
 A 6- or 9-digit numeric code the USPS assigns to a Mail Owner or Mail Service Provider. The MID used must be the same you enroll with for your pieces to be counted for this promotion.
- Service Type Identifier (STID)**  
 3-digit numeric code that identifies what type of mail class to use, address correction option, use of IMb Tracing™ and whether the mailpiece contains a Full Service or Basic IMb. The STID determines whether your mailing is eligible for this promotion.

Having trouble understanding your barcode?  
[Contact a USPS Mail Design Analyst for help.](#)



# PROMOTION DETAILS

## Barcode Requirements

Prior to registration, the USPS® recommends reviewing Intelligent Mail® barcodes on your mailpieces to ensure that they are properly barcoded. Below is a list of eligible STIDs, which you must use in your mailing's Intelligent Mail® Barcode in order to qualify for the discount.

STID	Class of Mail	Address Correction	Option	Basic / Full-Service	IV-MTR
498	First-Class Mail®	No Address Correction	N/A	Full-Service	Yes
499	First-Class Mail®	Full-Service ACS	CSR1	Full-Service	Yes

Option: Change Service Request 1(CSR1) - All UAA mail is discarded; ACS notice provided.

STIDs 498 and 499 will be active when the promotion begins on September 1, 2023.



# PROMOTION DETAILS

## 3A Reminders

### Mailing Promotions Portal

USPS.COM®

Search...

Search



Portal User

Home Submit Mailpiece Preapproval My Mailpiece Preapprovals Ask a Question My Questions

Submit Mailpiece  
Preapproval



My Mailpiece  
Preapprovals



Ask a Question



My Questions



### Some Final Reminders

- Information and resources will also be posted online at: <https://postalpro.usps.com/promotions>.
- Discounts must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

### Pre-Approval Reminders

- Request access to the **Mailing Promotions Portal** if you have not previously signed up. For instructions, visit: <https://postalpro.usps.com/promotions/portal>.
- Reach out to the Program Office through the Mailing Promotions Portal Questions and request a meeting.
- Log in to the Portal and select **Submit Mailpiece Pre-approval**. Complete all fields and upload your PDF representative sample along with your pre-approval letter from USPS.
- Any representative sample mailpiece that does not include your pre-approval letter from USPS for pre-verification in the Mailing Promotions Portal will be rejected and therefore ineligible to participate in the promotion.  
**Note: Only one representative sample included with a pre-approval letter from USPS is required per company. You do not need to make additional submissions for pre-approval upon receiving the initial approval.**
- If the prototype is not approved in writing prior to entry date, the mailing will not qualify for the discount.
- Pre-approval notification from the Portal is for the technology implementation only. The mailpiece must also satisfy all of the remaining requirements in this document to qualify for the promotion discount.
- Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review this document to ensure that the mailpiece meets all 2023 Program Requirements.



### Promotion Reminders

**The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.**

To claim the discount for mailings submitted via mail.dat or mail.xml:

- For the 2023 **Retargeting Promotion**, populate the Characteristics Record (CCR) with the two-letter characteristic RG for eligible Retargeting mailings at 5% discount.
- One of the parties in the By/For of the postage statement must be registered for the promotion.

**Mailers must use either  
STID 498 or STID 499  
in order to qualify for the promotion.**

STIDs 498 and 499 will be active when the promotion begins on September 1, 2023.



# MAILING SUBMISSION AND ACCEPTANCE

## 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.\*

### A 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**:

**RG**

Retargeted Mail (5% discount)

### B 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/mailing/techspecs>

If **PostalOne!** issues arise during the promotion period and prevent the timely finalization of Postage Statements within the PostalOne! system, please follow the instructions in the **PostalOne!** Contingency Plan posted on PostalPro: <https://postalpro.usps.com/node/852>.

### C 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 ACCEPTANCE

## D Postage Payment Method

The eligible postage payments are:

- Permit imprint
- Precanceled stamp permit
- Meter permit

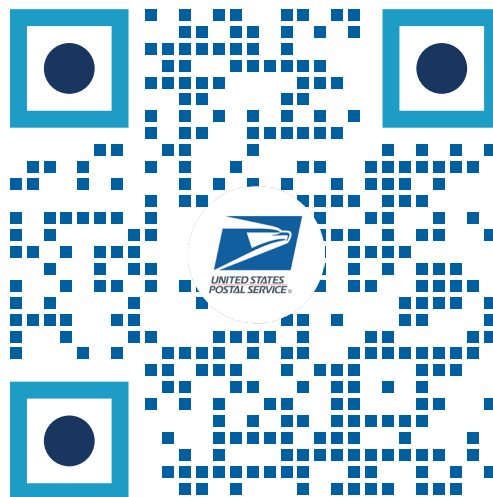
## E Meter Mail/Precanceled Payment Option

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 advanced deposit (permit) account.

Scan the QR Code® or click the link below to access the meter mail price chart. Please note that the processing categories listed in the chart only apply to the eligible mail classes listed in this promotion guidebook.



<https://postalpro.usps.com/promotions/Promotion-and-Incentives-Pricing-Chart>

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](http://pe.usps.gov/text/dmm300/dmm300_landing.htm) for more information.

# MAILING SUBMISSION AND ACCEPTANCE

## REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

### CHECKLIST

- Mailer must retain a sample mailpiece for USPS® post-mailing sampling

### A 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 postage statement to the BMEU clerk.



*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.*



### B Post Mailing Requirements

All mailers who receive the discount must retain all hard copy mailpieces for 90 calendar days after the promotion end date and if requested by the Postal Service, must forward the sample to the Promotion Program Office.

Mailers will be required to keep a sample of the hard copy mailpiece used in their campaign for 90 days after the end of the 2023 promotional period. The promotion office will conduct random audits. The mailer must provide sample along with approved Service Request within 15 business days of notification. If mailer is unable to furnish proof, USPS has the right to reverse any discounts provided.

# SUPPORT



## Further questions can be directed to the Promotions Office.



### MAILING PROMOTIONS PORTAL

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

For instructions on accessing the Mailing Promotions Portal, visit: <https://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](mailto:mailingpromotions@usps.gov).

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

### 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.

**DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.**

2023

# RETARGETING PROMOTION



## REVISION HISTORY

Date	Section	Reason for Revision	Version
2/22/23	Mailing Submission and Acceptance	Removed Seamless Acceptance information and updated Post Mailing Requirements	v1
3/2/23	Quick Start; Promotion Details	Added STID numbers	v2
3/27/23	Quick Start, Promotion Details	Added statement about mail diversion ineligibility	v3