

2023

RETARGETING MAIL PROMOTION

Give engagement a second chance.

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



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

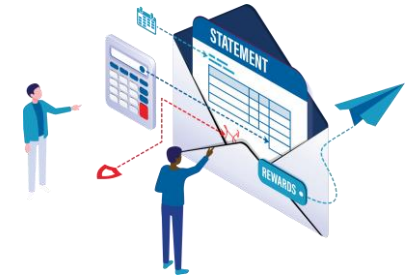
- Discount: Increase
- New eligibility: Scent on the outside of the envelope



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%

EXISTING CUSTOMER

01

Shopper buys item online and a CRM platform records the sale.

02

Work with 3rd Party Retargeting company to match customer's digital profile to their physical mailing address.

03

Send customer personalized direct mail with an offer for their next purchase.

PROSPECTIVE CUSTOMER

01

Customer adds item to their online shopping cart but doesn't purchase.

02

Using cookies, access cart's contents.

03

Work with 3rd Party Retargeting platform that uses cookies and customer IP address to pair digital intent with physical address.

04

Send customer direct mail with a personalized offer for product in their cart.

RETARGETING MAIL DRIVES ENGAGEMENT

DIRECT MAIL RETARGETING IS

A SECOND CHANCE

TO CONNECT

7 OUT OF 10¹

Online carts abandoned



\$18 BILLION

in sales left hanging

AMONG RECIPIENTS, DIRECT MAIL DROVE:



DIGITAL MEDIA + DIRECT MAIL

CAPTURES

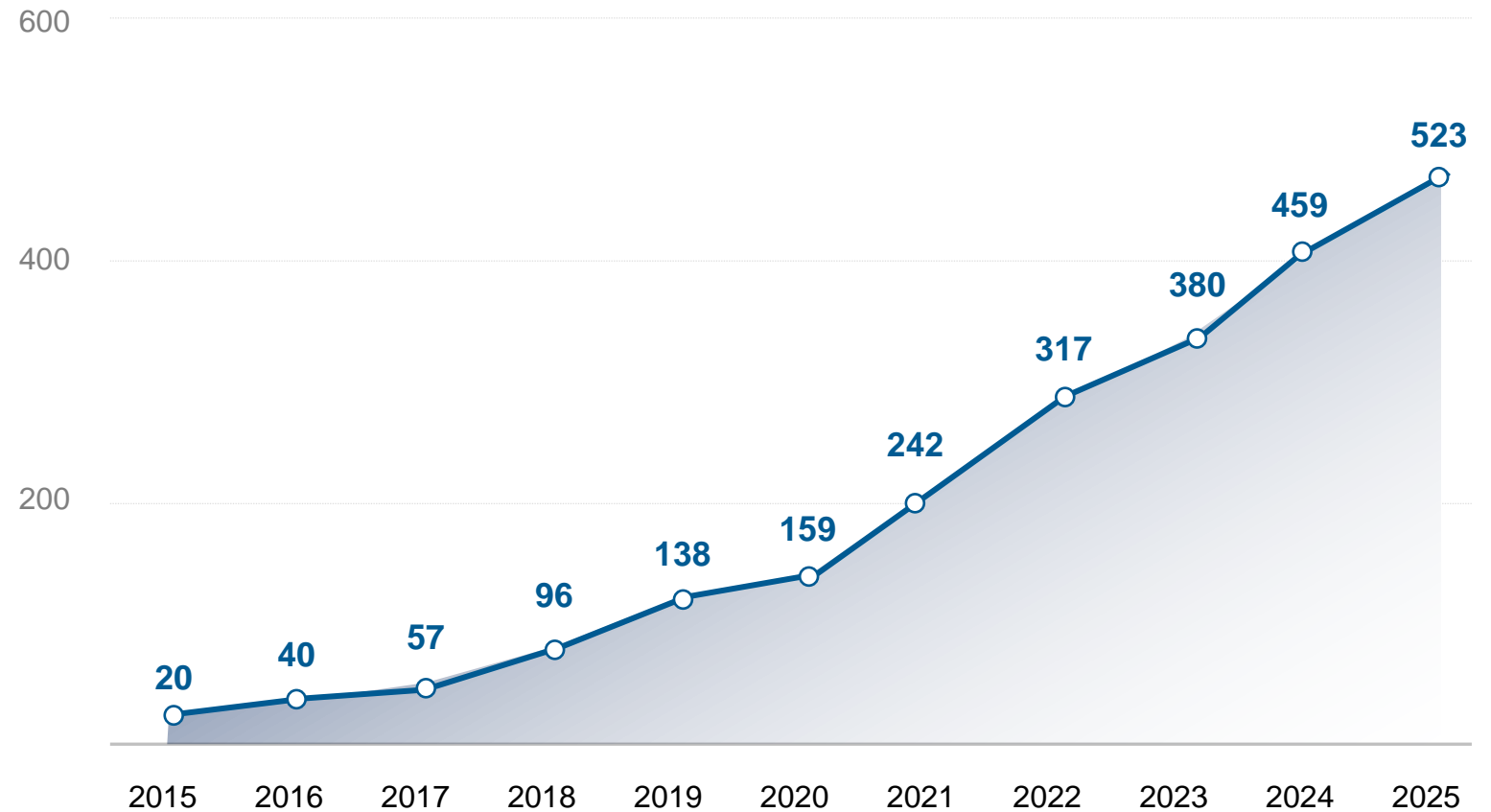


**39% MORE
ATTENTION**

THAN DIGITAL ONLY CAMPAIGNS

RETARGETED MAIL AD SALES (\$M)

Source: ROI to Sender April 2021



5% DISCOUNT



RETARGETING MAIL PROMOTION

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.



 Registration Period  Promotion Period

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

2023 RETARGETING MAIL PROMOTION ELIGIBILITY

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.

2023 Retargeting Mail Promotion

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.

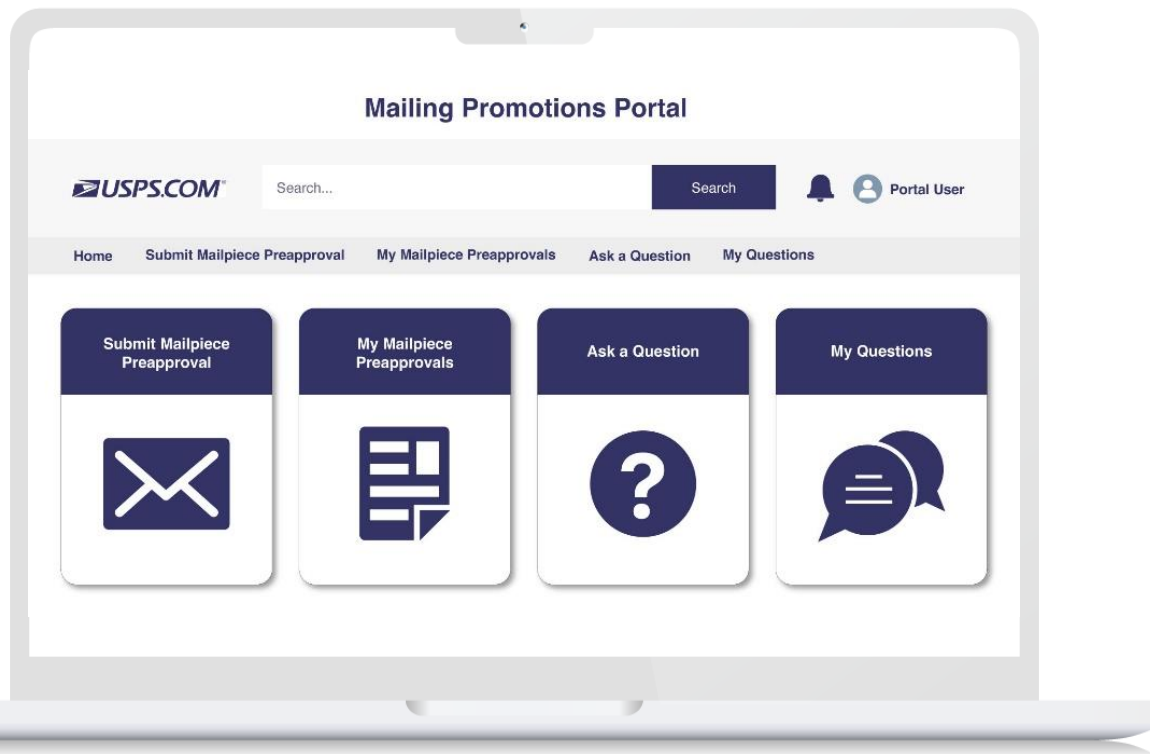
STID	Class of Mail	Address Correction	Option	Basic / Full-Service	IV-MTR
498	First-Class Mail®	No Address Correction	N/A	Full-Service	Yes
499	First-Class Mail®	Full-Service ACS	CSR1	Full-Service	Yes

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.

2023 Retargeting Mail Promotion

PARTICIPATION PROCESS



1

Request access to the [Mailing Promotions Portal](#), if you have not done so already.

postalpro.usps.com/promotions/portal

2

Log in to the Portal, click on the [Ask a Question button](#), and contact the Program Office to request a meeting regarding your retargeting technology solution prior to mailing.

3

Once the Program Office has agreed to your retargeting technology solution, we will issue a [pre-approval authorization letter](#) allowing you to participate in the promotion.

*If a pre-approval authorization letter is not issued prior to the mailing entry date, the mailing will not qualify for the discount

2023 Retargeting Mail Promotion

DISCOUNT

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)



RETARGETING MAIL PROMOTION SUMMARY

5% DISCOUNT

RETARGETING MAIL PROMOTION

PROMOTION PERIOD

September 1 – November 30, 2023

ELIGIBLE

First-Class Mail Postcards with unique STIDs

PARTICIPATION

Through the Mailing Promotions Portal



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

postalpro.usps.com/promotions



HOME

OVERVIEW

FEATURES

QUICKSTARTS

PROMOTION DETAILS

MAILING SUBMISSION
AND ACCEPTANCE

SUPPORT

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

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.

USPS MAILING PROMOTIONS

RESOURCES



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?

Thank You!