2024 Emerging and Advanced Technology Promotion
FAQ

1. **Does a QR Code qualify for the promotion?** No, using a QR Code alone does not qualify for the promotion. A QR Code must trigger an eligible technology experience listed in the Promotion Program Guidebook.
2. **What is a CCR Code?** A CCR code stands for the Component Characteristics Record (CCR). To claim the discount for mailings submitted via Mail.dat and Mail.xml, the file must be populated with the appropriate two-letter characteristic code. Either ME for Emerging Technology (3% discount) or 1X for Enhanced Emerging Technologies (4% discount).
3. **Where can I find visual examples of eligible technology?** Examples can be found in the Emerging and Advanced Technology webinar. Link is here: https://postalpro.usps.com/promotions/et
4. **Does Every Door Direct Mail (EDDM) qualify for the promotion?** EDDM that is deposited at a Business Mail Entry Unit is <u>eligible</u> for the promotion. However, EDDM Retail mailings are <u>ineligible</u> for the promotion.
5. **Can I participate in more than one (1) promotion at the same time?** Only one (1) promotion discount can be applied to a mailing or mailpiece. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.
6. **Do I need to resubmit every mailing if my mailpiece offer and technology experience does not change?** No, you do not need to resubmit if the mailpiece offer and technology experience does not change. Submit the initial mailpiece along with a mailing schedule which lists the mail date, quantity, and publication name (if applicable) for approval. Once the initial submission is approved, you no longer need to submit a mailpiece for review. However, should you change your technology experience and/or offer, then you will need to resubmit again for our review.
7. **I participated in the promotion last year so do I need to resubmit this year?** Yes, past acceptance/approval in prior year promotions does not guarantee acceptance/approval in the current year promotion. You will need to resubmit.
8. **If I am using Mixed Reality or Virtual Reality, does my directional copy need to indicate that a headset/goggles are required to view the experience?** Yes, you must include directional copy stating that a headset/goggles are required in order to view either a Mixed Reality or Virtual Reality experience. Note that the viewer must supply their own set of goggles to view the experience (unless your mailing is going to provide a set of goggles).
9. **Does an app or QR code that links to a video qualify for Video in Print technology?** No, simply linking to a pre-roll video (like on YouTube) with no eligible interactive video in print technology as listed in the promotion program requirements guidebook is not eligible for the promotion.
10. **Are credit card applications acceptable for using mobile shopping technology**? Yes, credit card applications will be accepted this year using mobile shopping technology provided the experience drives to a mobile optimized webpage.
11. **Does a physical/tangible item need to be purchased in order to qualify using mobile shopping technology?** Yes, a physical or tangible item must be available for purchase in order to qualify using mobile shopping technology. All non-physical or tangible items are not eligible.
12. **How can I determine my promotion start date?** Your start date is the first mail date claiming the discount. Your start date will be listed within 'Incentive Programs' within the Business Customer Gateway. Visit the enrollment guide for additional information on viewing your promotion start date: https://postalpro.usps.com/promotions/et-enroll

13. **If I forgot to add a CRID during enrollment, how can I add it?** You will have the ability to unenroll during the enrollment period. You can then re-enroll with the correct CRIDs.
14. **Will CRIDs automatically enroll in the promotion?** No, you will need to provide a list of CRIDs you wish to enroll.
15. **Do you have to be the CRID owner to register the CRIDs?** You do not have to be the CRID owner, but you do need to have access to the CRID(s).
16. **Can each CRID group have different start dates?** Yes, the start date is determined by the date of the first mailing claiming the promotion, which will start the clock for all CRIDs within that CRID group.
17. **How many CRID groups should I make?** We recommend one group, unless there is a business reason to have separate groups.
18. **Can you pause for a duration of time and start again, and continue to do so during the full promotion period?** No, following your start date based on the first mail date claiming the discount, your promotion period will run for 6 consecutive months.