

# **2024 Emerging and Advanced Technology Promotion**

## **ENROLLMENT PROCESS**



# PRE-ENROLLMENT CHECKLIST



- ✓ Confirm access to:
  1. Business Customer Gateway: <https://gateway.usps.com/>
    - For instructions to sign up, visit: <https://postalpro.usps.com/promotions/portal/bcg>
  2. Mailing Promotions Portal:
    - For instructions to access, visit: <https://postalpro.usps.com/promotions/portal>
  
- ✓ Submit electronic sample to USPS to get pre-approval via Mailing Promotions Portal
  
- ✓ Prepare a list of CRIDs you want to partake in the Emerging Tech Promotion

**You are ready to proceed to the Enrollment Process**

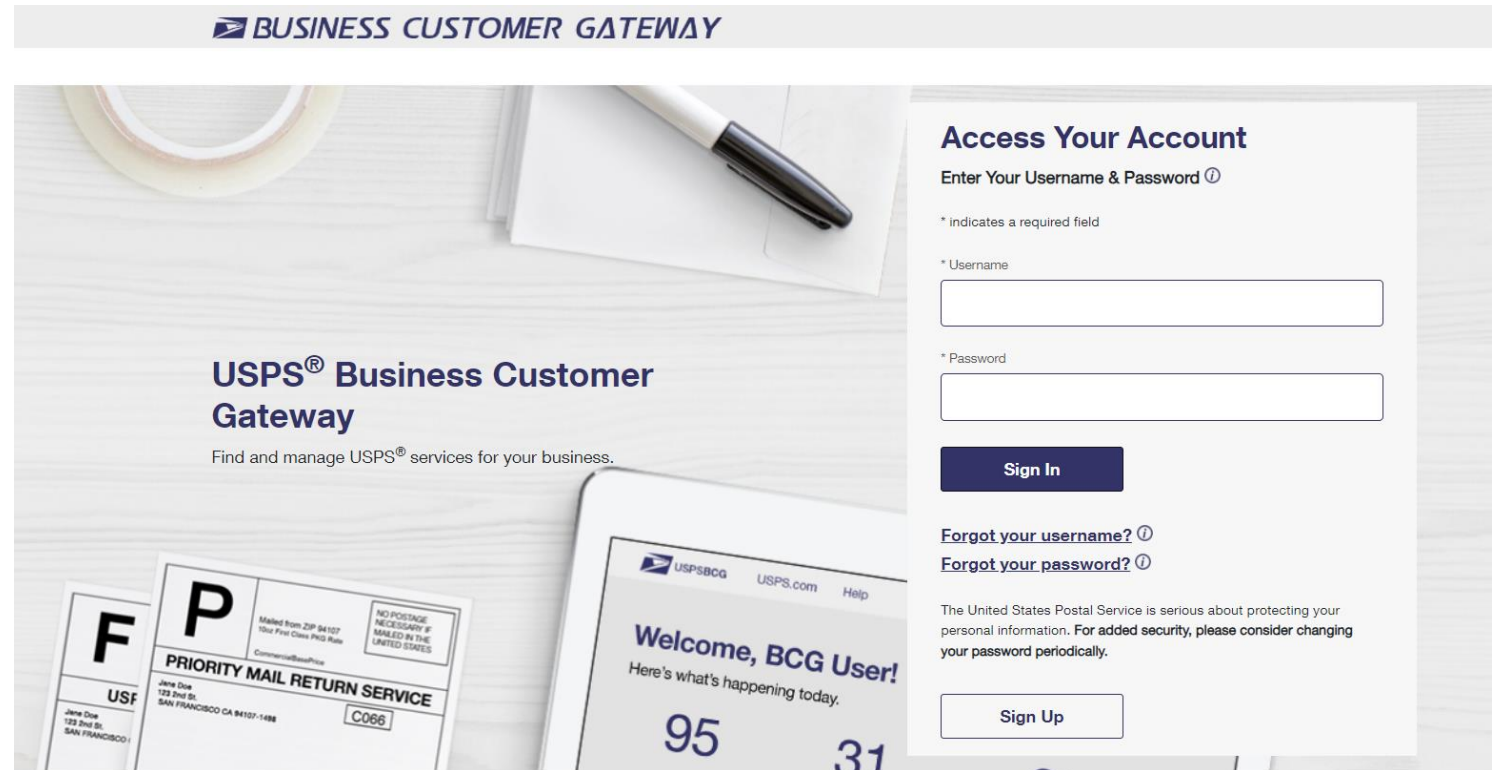
# EMERGING TECH ENROLLMENT PROCESS



# 1

Login to Business Customer Gateway Website:

- <https://gateway.usps.com/>



# EMERGING TECH ENROLLMENT PROCESS



# 2

Select "Mailing Services"

The screenshot shows the USPS Business Customer Gateway dashboard. At the top, the header includes the USPS logo and the text "BUSINESS CUSTOMER GATEWAY". Navigation links include "Home", "Hello", "Mailing Services" (highlighted with a red circle), "Shipping Services", "Additional Services", "Alerts", "Pending Requests", "Manage Account", "USPS.com", and "Help". Below the header, a "Welcome," message is followed by a search bar. The main content area is divided into three columns: "Account Overview" with tabs for "By EPS#" and "By Permit#"; "Mailer Scorecard" with tabs for "eDoc Submitter", "Mail Preparer", and "Mail Owner", displaying "October 2023" and a message: "Access to the Manage Mailing Activity (MMA) is required for this information. Request access to the Manage Mailing Activity." with a "Mailing Report" link; and "Favorite Services" with a list of links: "Dashboard", "Mailer ID", "Mailing Reports", "Online Enrollment", and "Postal Wizard", each with a right-pointing arrow and an "Edit" link at the top right. A "Next Permit Fee" notification is visible at the top right of the dashboard area.

# EMERGING TECH ENROLLMENT PROCESS



# 3

Go to “Incentive Programs” and select “Go to Service”

- If you do not have access to the Incentive Programs already you will need to click “Get Access” to submit your access request.


**BUSINESS CUSTOMER GATEWAY** Home

Mailing Services Shipping Services Additional Services Alerts Pending Requests Manage Account USPS.com Help

## Mailing Services

Mailing services help you deliver letters and flat mail pieces.

Mailing online services will help you manage day-to-day activities from design and preparation of your mail to tracking your mailings in the mail stream. The services currently available are listed below. You may access services directly from here that you have been approved for and request access to those you do not.



Automated Business Reply Mail <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
Balance & Fees (PostalOne!) <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
Commercial Mail Receiving Agency <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
Customer Label Distribution System (CLDS) <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
Customer/Supplier Agreements (CSAs) <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
Dashboard (PostalOne!) <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
Electronic Data Exchange (PostalOne!) <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
Enhanced Barcode Diagnostics <a href="#">more info &gt;</a>	<a href="#">Get Access</a>
Every Door Direct Mail <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<b>Incentive Programs</b> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
Informed Visibility <a href="#">more info &gt;</a>	<a href="#">Get Access</a>
Intelligent Mail Small Business (IMsb) Tool <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
Mailer ID <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
Mailer Visibility <a href="#">more info &gt;</a>	<a href="#">Get Access</a>

# EMERGING TECH ENROLLMENT PROCESS



# 4

Select the 2024 Emerging Tech Promotion you wish to enroll in

The screenshot shows the USPS Product Management interface. At the top, there is a header with the USPS logo and navigation links for USPS.COM, GATEWAY, HELP, and SIGN OUT. Below the header, there is a navigation bar with a 'Welcome' button and a 'Manage Electronic Samples' link. The main content area displays a list of promotions. Two promotions are highlighted with blue arrows pointing to their respective discount rates: '2024 Emerging & Advanced Technology Promotion' with a 3% discount, and '2024 Enhanced Emerging Technologies Promotion' with a 4% discount. Each promotion includes a detailed description, a note, and enrollment instructions.

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**Welcome** [Manage Electronic Samples](#)

Click [here](#) to view or change your business location. Programs for which you are enrolled in or eligible to enroll in will be displayed upon selecting a location.

Click the incentive name to get more information or to begin enrollment.

**2024 Emerging & Advanced Technology Promotion** ← **3% Discount**

Due to the distinct advantages mail offers as a direct marketing channel along with the amplified results that can be achieved from an integrated print and digital campaign, the 2024 Emerging and Advanced Technology promotion encourages customers to explore opportunities to incorporate technologies such as "Enhanced" Augmented Reality, Basic Integration using Voice Assistant, and Mobile Shopping. Each of these technologies allow for a 3% discount when used in a qualifying mailpiece. This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

NOTE: The mailpiece must use at least one form of the approved emerging or advanced technologies referenced above in order to receive the promotion discount.

For enrollment instructions: <https://postalpro.usps.com/promotions/et-enroll>

**2024 Enhanced Emerging Technologies Promotion** ← **4% Discount**

The use of technology is a proven force in the marketing landscape for today's savvy marketing professionals. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with advances in technology. To participate in the promotion, the mailpiece must incorporate any of the following technologies: Mixed Reality, Virtual Reality, Advanced Integration using Voice Assistant, NFC Technology, and Video in Print. Each of these technologies allow for a 4% discount when used in a qualifying mailpiece. These technologies will allow the recipient to engage in an interactive experience using the mailpiece and mobile devices, tablets, etc.

NOTE: The mailpiece must use at least one form of the approved emerging or advanced technologies referenced above in order to receive the promotion discount.

For enrollment instructions: <https://postalpro.usps.com/promotions/et-enroll>

# EMERGING TECH ENROLLMENT PROCESS



# 5

Select “Begin Enrollment”

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## 2024 Emerging & Advanced Technology Promotion

[Begin Enrollment](#) [Back to Incentives Home](#)

**Program Summary** **2024 Emerging & Advanced Technology Promotion Overview**

**Program Assistance**

Due to the distinct advantages mail offers as a direct marketing channel along with the amplified results that can be achieved from an integrated print and digital campaign, the 2024 Emerging and Advanced Technology promotion encourages customers to explore opportunities to incorporate technologies such as “Enhanced” Augmented Reality, Basic Integration using Voice Assistant, and Mobile Shopping. Each of these technologies allow for a 3% discount when used in a qualifying mailpiece. This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

NOTE: The mailpiece must use at least one form of the approved emerging or advanced technologies referenced above in order to receive the promotion discount.

The use of technology is a proven force in the marketing landscape for today’s savvy marketing professionals. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with advances in technology. To participate in the promotion, the mailpiece must incorporate any of the following technologies: “Enhanced” Augmented Reality, Basic Integration using Voice Assistant and Mobile Shopping. Each of these technologies allow for a 3% discount when used in a qualifying mailpiece. These technologies will allow the recipient to engage in an interactive experience using the mailpiece and mobile devices, tablets, etc.

[▶ Show Additional Information](#)

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# EMERGING TECH ENROLLMENT PROCESS



# 6

Select “Additional Contact Information”, complete fields, and select “Save”

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**2024 Emerging & Advanced Technology Promotion** Enrollment Status: **UNENROLLED\*\*INCOMPLETE ACTIVITY\*\***

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**Program Summary** Provide an alternate contact for promotion specific matters. The Program Office will contact the alternate only in the event you are unavailable.

**Additional Contact Information** *Incomplete*

**Alternative Primary Contact Information (Required)**

Country:\* UNITED STATES

Name:\*

Address 1:\*

Address 2:

City:\*

State:\* --Please Select a State--

ZIP/Postal Code:\*

Phone Number:\*

Ext:

Email:\*

Fax Number:

**Locations** *Incomplete*

**Payment Accounts** *Incomplete*

**Program Assistance**

**Technical Contact Information (Optional)**

Country: UNITED STATES

Name:

Address 1:

Address 2:

City:

State: --Please Select a State--

ZIP/Postal Code:

Phone Number:

Ext:

Email:

Fax Number:

Required fields are marked with \*

[Save](#)

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# EMERGING TECH ENROLLMENT PROCESS



## 7

Select “Locations”, enter a name for your CRID Group and select “Add”

- You will be adding CRIDs that you wish to partake in this promotion in the following steps
- A CRID group can have multiple CRIDs
- You will be able to create multiple CRID Groups
- A CRID can only be included in a single group

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2024 Emerging & Advanced Technology Promotion Enrollment Status: **UNENROLLED\*\*INCOMPLETE ACTIVITY\*\***

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**Program Summary**

CRID Group Management

[Download Template](#)

**Additional Contact Information**  
*Incomplete*

**Locations**  
*Incomplete*

**Payment Accounts**  
*Incomplete*

**Program Assistance**

**Create Enrollment CRID Group**

Please enter a name for a new Enrollment CRID Group:  [Add](#)

**There are no CRID groups found. Please add a new CRID Group to start.**

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# EMERGING TECH ENROLLMENT PROCESS



# 8

Select “Download Template”, add the CRIDs you wish to partake in this promotion to Column A, and save to your computer

- Add the first CRID to Cell A1
- Add each additional CRID to the next row in Column A
- **DO NOT** add headers or other data

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2024 Emerging & Advanced Technology Promotion Enrollment Status: **UNENROLLED\*\*INCOMPLETE ACTIVITY\*\*** [Back to Incentives Home](#)

**CRID Group Management**

[Download Template](#)

**Create Enrollment CRID Group**

Please enter a name for a new Enrollment CRID Group:  [Add](#)

Group	
Group 1	-

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# EMERGING TECH ENROLLMENT PROCESS



## 9

Add your file of CRIDs to your desired CRID Group:

- Select “Choose File”
- Select your file of CRIDs from your computer to upload
- Select “OK”

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**Program Summary** CRID Group Management  
Download Template

**Additional Contact Information** *Incomplete*  
Create Enrollment CRID Group  
Please enter a name for a new Enrollment CRID Group:  [Add](#)

**Locations** *Incomplete*  
Group 1 -

**Payment Accounts** *Incomplete*  
**Upload file to add CRIDs to CRID Group**  
Choose a file to upload  AddToCridG... emplate.xlsx

**Program Assistance**

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# 10

Review added CRIDs and select “Back”

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**Program Summary** Results of adding CRIDs to group:

CRID	Message
123456789	Added successfully.
987654321	Added successfully.

[Back](#)

**Additional Contact Information** Complete

**Locations** Incomplete

**Payment Accounts** Incomplete

**Program Assistance**

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# EMERGING TECH ENROLLMENT PROCESS



# 11

Once you have completed creating CRID Groups and adding CRIDs to each group, select “I agree”

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2024 Emerging & Advanced Technology Promotion

Enrollment Status: **UNENROLLED\*\*INCOMPLETE ACTIVITY\*\***

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**Program Summary** CRID Group Management

Download Template

**Additional Contact Information** Complete

Create Enrollment CRID Group

Please enter a name for a new Enrollment CRID Group:  [Add](#)

**Locations** Incomplete

**Group 1**

Upload file to add CRIDs to CRID Group

Choose a file to upload  No file chosen [OK](#)

CRIDs found under this group:

123456789  
987654321

**Program Assistance**  I Agree  Disagree

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# EMERGING TECH ENROLLMENT PROCESS



# 12

Select “Payment Accounts”, confirm Permit Information, and select “I Agree”

- If no Permits are listed, proceed with enrollment by selecting “I Agree”

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2024 Emerging & Advanced Technology Promotion

Enrollment Status: **UNENROLLED\*\*INCOMPLETE ACTIVITY\*\***

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**Program Summary**

There are no permits associated with any of the CRIDs linked to this program. Please go to a BMEU to create a new permit. Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

**Additional Contact Information** Complete

1. Return to the BCG homepage.
2. Select the Manage Permits link (under Account Services).
3. Select which location you want to link the permit to (click the company name associated to the location).
4. Navigate to Payment/Permit Accounts Tab.
5. Enter the four pieces of information precisely: 1) Account Number, 2) Account Type, 3) Post Office ZIP Code where you opened your permit and, 4) One of ten of the most recent transactions.

**Locations** Complete

After successful authentication, the permit account will be linked to the selected business location and will be visible on this tab.

Once your permit has been linked, go back to the Incentive Programs service from your homepage, navigate back to this tab and ensure that all your permits are listed below. Otherwise, wait up to 30 minutes before using that permit account in the electronic documentation.

Filter  by  for  [Filter](#) [Clear Filter](#)

**Eligible Permits:**

Showing 0 - 0 of 0

CRID	Permit Account Number	Permit Type	Permit Number	Finance Number	Permit ZIP	PO Address
Nothing found to display.						

[I Agree](#) [Disagree](#)

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# EMERGING TECH ENROLLMENT PROCESS



# 13

Once “Additional Contact Information”, “Locations” and “Payment Accounts” are complete (denoted in green), **select “Certification”, review and select “I Agree”**

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2024 Emerging & Advanced Technology Promotion

Enrollment Status: **UNENROLLED\*\*INCOMPLETE ACTIVITY\*\***

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**Program Summary**  
To complete enrollment into the program, you must agree to the legal statement below. If you choose to disagree, your enrollment will not be completed and you will be routed to the Program Assistance page to initiate correspondence with USPS regarding your concerns.

**Additional Contact Information**  
Complete

**Locations**  
Complete

**Payment Accounts**  
Complete

**Certification**  
Incomplete

**Program Assistance**

**Certification Agreement:**

By checking the "I Agree" button below, I declare that I have reviewed the Program Requirements Document and agree to follow the terms of the 2024 Emerging and Advanced Technology promotion as outlined in the Program Requirements Document, available here: <https://postalpro.usps.com/promotions/et>. I further declare that the accounts (permit numbers) and locations (Customer Registration IDs (CRID)) listed in this enrollment are correct and that I intend to participate in the promotion using any combination of these accounts. I recognize, declare, and agree that I have created CRID Groups necessary to my business and will not participate or attempt to participate in the promotion beyond the six-month promotion period outlined in the Program Requirements Document. I further recognize, declare, and agree that irrespective of the number of CRIDs or CRID groups in which I participate, the promotions period in which I can participate is limited to a duration of six months. If, however, a business can demonstrate a relevant business need, the business can create multiple CRID groups to participate in unique six-month promotions periods.

I understand that, though enrolled, I am not required to participate and I can obtain details online at [gateway.usps.com](https://gateway.usps.com) or ask USPS® questions regarding my enrollment. If I am a Mail Service Provider (MSP), I declare as follows: (i) that I am authorized to use the Mailer IDs (MID) or Customer Registration IDs (CRID) as listed in this enrollment and in electronic files I intend to submit to the USPS, (ii) that I am authorized to represent each of the customers I enroll, (iii) that I have provided each customer (the Mail Owner) with the documents/rules, and (iv) that I have informed each of my customers of the terms of the promotion.

**I Agree** **I Disagree**

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# EMERGING TECH ENROLLMENT PROCESS



# 14

When you have completed the enrollment, **you will receive an email** stating that you are enrolled in the Promotion that you selected, and your Enrollment Status will state **“ENROLLED”**

The screenshot displays the USPS website interface for the 2024 Emerging & Advanced Technology Promotion. At the top, the USPS logo and navigation links (USPS.COM | GATEWAY | HELP | SIGN OUT) are visible. The main header shows the promotion title and the enrollment status, which is circled in blue and reads "Enrollment Status: ENROLLED". To the right of the status are buttons for "Unenroll" and "Back to Incentives Home".

The left sidebar contains a navigation menu with the following items: Program Summary, Additional Contact Information (Complete), Locations (Complete), Payment Accounts (Complete), Certification (Complete), My Activity Report, and Program Assistance.

The main content area provides an overview of the promotion, explaining that it allows for a 3% discount on mailpieces that incorporate emerging technologies like Augmented Reality, Voice Assistant, and Mobile Shopping. It also includes a list of enrollment steps, all of which are marked as "Complete":

- [+] Additional Contact Information - Complete
- [+] Locations - Complete
- [+] Payment Accounts - Complete
- [+] Certification - Complete

Below the steps, there is a "My Activity" section with a link to "View My Activity Report". At the bottom of the main content area, there is a "Show Additional Information" button.

The footer contains various links for legal, government services, and other USPS sites.



# VIEW PROMOTION START/END DATE



View your promotion start/end date by selecting “My Activity Report”

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**2024 Emerging & Advanced Technology Promotion** Enrollment Status: **ENROLLED** [Unenroll](#) [Back to Incentives Home](#)

**Program Summary** **Activity Report**

Activity is updated on a daily basis. Each mailing date reflects a daily total mailing activity.

Mailing Start Date:  Mailing End Date:

Mailing Date	Company	Postage Statement Id	Mail Class	Permit Number	Permit Type	Finance Number	Total Pieces	Discount Amount	Total Postage	Mailing Group ID	Job ID
Nothing found to display.											

[Download to Excel](#)

**My CRID groups**

The CRIDs for the CRID groups and their respective start and end date associated with this enrollment.

Group ID	Group Name	CRID ?	Company Name	Start Date	End Date	Remaining Days
1	Group 1	123456	Company 1			No start date

**My Activity Report**

**Program Assistance**

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# VIEW ENROLLED CRIDs and CRID GROUPS



## OPTION 1

- Select “Locations”
- Expand each CRID Group by selecting the “+” symbol

The screenshot shows the '2024 Emerging & Advanced Technology Promotion' page. The enrollment status is 'ENROLLED'. The left sidebar has 'Locations Complete' circled in blue. In the main content area, 'Group 1' is highlighted in blue, and a '+' symbol is circled in blue. A blue arrow points from the '+' symbol to the expanded 'Locations' section for 'Group 1', which shows 'CRIDs found under this group: 123456'.

## OPTION 2

- Select “My Activity Report”

The screenshot shows the '2024 Emerging & Advanced Technology Promotion' page. The enrollment status is 'ENROLLED'. The left sidebar has 'My Activity Report' circled in blue. The main content area shows the 'Activity Report' section. A blue arrow points from the 'Download to Excel' button to the 'My CRID groups' section, which contains a table of CRID groups.

Mailing Date	Company	Postage Statement Id	Mail Class	Permit Number	Permit Type	Finance Number	Total Pieces	Discount Amount	Total Postage	Mailing Group ID	Job ID
Nothing found to display.											

[Download to Excel](#)

**My CRID groups**

The CRIDs for the CRID groups and their respective start and end date associated with this enrollment.

Group ID	Group Name	CRID ?	Company Name	Start Date	End Date	Remaining Days
1	Group 1	123456	Company 1			No start date