

United States Postal Service®

# INDUSTRYALERT

May 2, 2024

## **Reminder** Registration Deadline Mail Growth Incentives

To participate in the Mail Growth Incentives, customers must register, and both the mail owner and the Postal Service must agree to the baseline on or before June 30<sup>th</sup>.

To ensure that the registration process is completed by the deadline, and mail owners can participate and earn postage credits based on their growth over registered postal FY2023 baselines, we are recommending mail owners allocate up to 30 days to attain baseline concurrence.

As a reminder –

- Registration for the First-Class Mail and Marketing Mail Growth Incentives is to be completed in the Mailing Promotions Portal, accessed through the Business Customer Gateway.
- Once registration is initiated, a Service Request (SR) is opened and all communications between registrant and USPS need to occur within the Service Request.
  - This streamlines communication, allowing easy access across the organization in a centralized location.
- Registrants should promptly review the baseline volume and associated CRIDs shown within the registration Service Request – accessible in the Related Tab.
  - If the volume and CRID information matches the mail owner records, the registrant should click on the “I agree” button to complete the registration process.
  - If the information does not match, or the mail owner would like to discuss further, they should click the “I Disagree” button in the SR.
- Discussions can take time to investigate and review data to reach consensus among all parties. **Any baselines not agreed upon, and registrations not completed, by June 30<sup>th</sup> will be ineligible to participate.**

Detailed information including Frequently Asked Questions, Terms and Conditions, and recorded presentations are available on PostalPro in First Class Mail and Marketing Incentives under “Resources” Link: [First-Class Mail and Marketing Mail Incentives | PostalPro \(usps.com\)](#)

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