2022

MOBILE SHOPPING PROMOTION

Streamline your shopping experience

Move your customers straight from a mailpiece to a mobile purchase



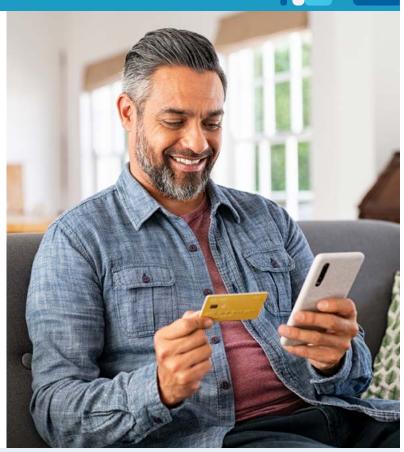
PROMOTION OVERVIEW



Take Customers from Mail to Marketplace, No Laptop Required

Direct mail remains a valued and valuable part of the holiday marketing mix. The Mobile Shopping Promotion encourages mailers to integrate mobile technologies with direct mail to create a convenient, efficient online shopping experience for customers.

Use QR codes®, voice assistants, and image recognition to enable your customers to shop directly from mail and drive sales.



2% DISCOUNT

Mobile Shopping Promotion

Drive mobile shopping experiences with mail using:



QR Code® or Barcode



Voice Assistant



Digital Watermark

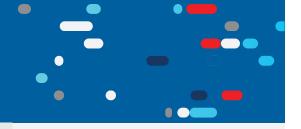


Image Recognition

Mark your calendar

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	ОСТ	NOV	DEC
				Registrati	ion Period	JUL 15				••••••••••	DEC 31 •
						Promo	tion Period	• SEPT 1	•••••		DEC 31 •

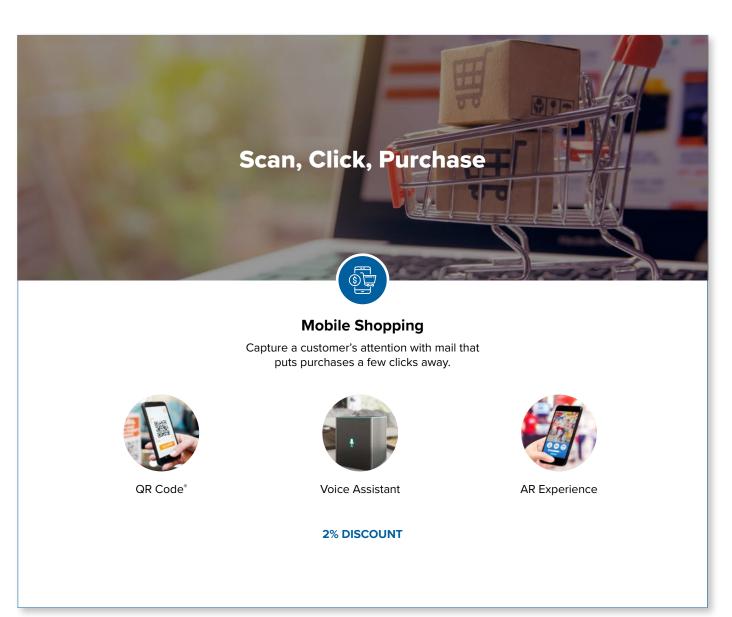
PROMOTION FEATURES:





From Direct Mail to Direct Purchase

Quick Response (QR) codes, scannable images, and voice assistant commands can transport customers directly from mailpiece to online store. You can frame your logo with a dotless QR code[®], blend a visual QR code into your images, or integrate voice assistant commands to create mail that delivers high impact and drives sales.



QUICK START



1 Select an Eligible Mail Option

Eligible Mail Options

- USPS Marketing Mail[™] letters and flats
- O Nonprofit USPS Marketing Mail letters and flats

Ineligible Mailpieces

- O All First-Class Mail®
- O Periodicals (includes Pending Periodicals mail)
- O Bound Printed Matter
- O Media Mail

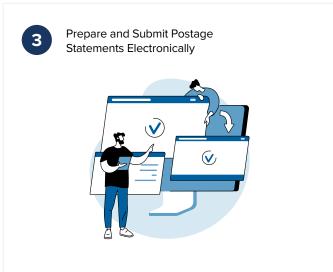
Mailpiece Content Restrictions

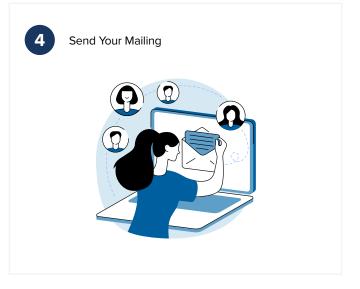
O All qualifying mail must contain mobile technology that allows the user to engage in an electronic shopping experience

2 Promotion Process at a Glance









QUICK START



Qualifying Mobile Technology Triggers



QR Code® or Barcode

Scan to shop our mobile website



Voice Assistant

To shop our products online, say "Alexa, take me to the ABC Products Store"



Digital Watermark

Scan here to donate to the cause



Image Recognition

Scan this product image to purchase

Mailings with multiple qualifying technology triggers will only receive one discount.



Directional Copy Requirements

Directional copy provides customers with instructions on how to use the technology trigger. Directional copy must:

Guide the user to scan or engage with the mobile technology.

Be the same size or larger as the primary marketing message.

Product Shipping Requirement:

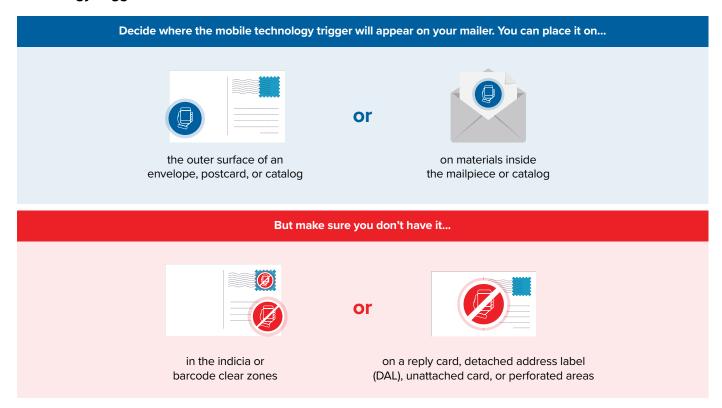
Product fulfillment must be available via USPS® mailing or other shipping services (product does not need to be shipped by USPS).

Products that can only be fulfilled via private carrier (e.g., local pizza delivery) would not meet the requirements.

QUICK START

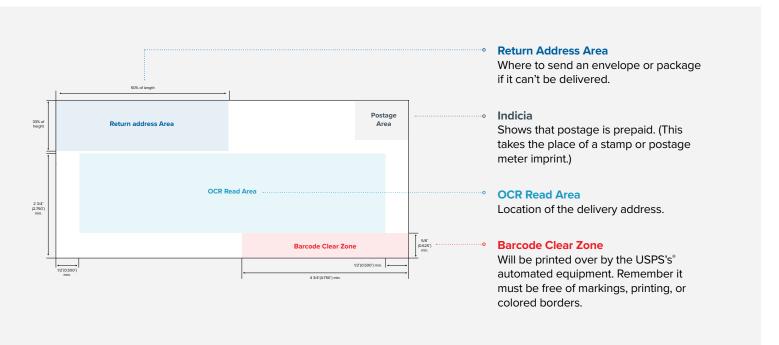


Technology Trigger Placement



More on Mail

Before you dive into the details of mail standards, learn the basic terminology.



Want to learn more about different standards? Explore the Domestic Mail Manual here.



1A Program Information

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	ОСТ	NOV	DEC
				Registrati	on Period	• JUL 15	•••••	• • • • • • • • • • • • • • • • • • • •			DEC 31 •
						Promo	tion Period	• SEPT 1	•••••	• • • • • • • • • • • • • • • • • • • •	DEC 31 •

Discount Amounts

Promotion Process



The discount is calculated in PostalOne!® system and applied to the postage statement at the time of mailing. The 2% 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.

Design your mailpiece
Select mobile technology trigger and corresponding directional copy.

- Ensure eligibility by following the requirements listed in Promotion Details.
- Create a pdf of the print-ready art file of mailpiece.

Submit your electronic sample to USPS to get
pre-approval.

- Request access to the Mailing Promotions Portal. For instructions, visit: https://postalpro.usps.com/promotions/portal.
- Log in to the Portal and select Submit Mailpiece Request. Complete all fields and upload your PDF samples.
- Wait for **USPS to review and pre-approve.**We'll respond within two business days, and we may have a few revisions to ensure that you qualify for the discount.
- Receive pre-approval via email. Pre-approval is mandatory for mailpieces for this promotion.

If you haven't already registered, sign up
for the Mobile Shopping Promotion on
the Business Customer Gateway. Make
,
sure to do this at least two hours before
sending your mail. <u>Visit the Business</u>
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 PostalWizard:

MI Mobile Shopping

Send your hardcopy mailpiece sample with your mailing. Remember to keep a hardcopy for your records.

Watch your customer engagement rise with direct mail.

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.



2% DISCOUNT

Mobile Shopping Promotion



Mobile Shopping

make your direct mail a catalyst for consumer purchases

2A

Mobile Shopping

■ Technology Triggers



QR Code® or Barcode



Voice Assistant



Digital Watermark



Image Recognition

Must Include

Mailpiece must contain a mobile print technology that when scanned on a mobile device or activated by voice command leads to a complete mobile optimized website:

- QR Codes[®], digital watermark, augmented reality, voice assistant, shoppable video
- Must be accompanied by directional copy (See Quick Start section for details)
- See Promotion Details for placement information

The technology trigger(s) must meet the size requirements:

• Mobile print technology must be a minimum of 1/2 inch by 1/2 inch.

Directional copy must be the same size or larger as the primary marketing message.

Requirements for Digital Shopping Experience:

- Scan leads to a complete mobile optimized site (from beginning of shopping experience through purchase completion).
- Pop-ups on landing pages are allowed as long as they allow users to exit out.
- Scan or voice command takes you directly to a purchase site or shoppable video relevant to the mailpiece message.
- The recipient must be able to complete the purchase.
- Product must be able to be delivered via USPS® or other mailing courier services.
 Products that can only be fulfilled via local private carrier (e.g., local pizza delivery) are not eligible.

Non-Eligible

Examples of ineligible products include, but are not limited to:

- Making payment online for prior purchases or recurring services
- Downloading a deal or coupon (and no hard copy certificate or voucher is mailed)
- Ordering a product for in-store pick-up
- Purchasing e-gift cards
- Products that can only be fulfilled via private carrier (e.g., local pizza delivery)



Mobile Shopping

Capture a customer's attention with mail that puts purchases a few clicks away.



Requirements for Barcodes leading to Social Media Sites

Participants may use any mobile barcode format to link the recipient to a social media platform with a "Buy Now" button capability for a specific product to make a purchase. Applicable social media platforms include Pinterest, Instagram, YouTube, Facebook, Twitter, and Tumblr.

Requirements leading to Shoppable Video

Shoppable Video is the process by which a user can view videos and make a purchase without having to navigate to a retailers' website on their own. The experience involves viewing a video which contains clickable spots on the video where users can make a purchase.

Simply linking to video content is not adequate to meet the criteria for Shoppable Video. Shoppable Video is platform agnostic but can often be viewed through social media platforms like Facebook, Instagram, and Snapchat as well as e-commerce sites.

Voice Assistant

The mailpiece must provide clear and specific instruction that enables the recipient to engage with voice assistants (i.e., Siri, Alexa, Google, etc.) to trigger a mobile optimized shopping experience.

Mobile Print Technology

Mobile barcodes must be a minimum of 1/2 inch $\times 1/2$ inch and be placed with the marketing message. When scanned, users must be taken directly to the advertised product for purchase.

Placement

The technology can be on the inside or outside of the mailpiece. The technology trigger cannot be placed on or in an:

- Order Form (of any type)
- Detached Address Label (DAL)
- Unattached or blow-in card enclosed with the mailpiece
- · Reply envelope/card
- Fine print or small print matter of the mailpiece

The Mobile Print Technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece.



2B Charitable Donation



Charitable Donations

Drive engagement through direct mail that moves people to make donations online

Technology Triggers



QR Code® or Barcode



Voice Assistant



Digital Watermark



Image Recognition

Must Include

Charitable donation mailings must meet all requirements for the standard Mobile Shopping Promotion. A donation must include a reply mechanism or mailed response.

Qualifying mailings must include one of the following:

- Hard copy certificate, thank you note or voucher mailed via the USPS® to the recipient upon purchase/donation (does not include invoices, billing statements or receipts).
- A mailpiece containing a Business Reply Mail (BRM), Courtesy Reply Mail (CRM), or Share Mail (Alternate Postage) enclosure in the outgoing qualifying mailpiece. Artwork for enclosures must be included in the initial mailpiece review package submitted to USPS.

Products not eligible for the Mobile Shopping Promotion

For the purposes of this promotion, a product is defined as a tangible and physical item can be shipped via a mailing or shipping product offered by the Postal Service*, though delivery by the Postal Service is not required. Products that can only be fulfilled via private carrier (e.g., local pizza delivery) would not meet the requirements.

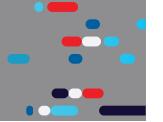
Other ineligible products include, but are not limited to:

- Automatic payments
- Bill payments or "bill me later"
- Contest or sweepstakes entries
- Credit card applications
- Deal or coupon downloads (where no certificate or voucher is mailed)
- Electronic newsletter subscription
- e-gift card purchases
- Insurance quotes
- Links to:
 - Account sign-in pages
 - Informational webpages
 - Phone numbers / make a call function
 - Non-mobile-optimized websites

- · "Likes" or "shares" on social media networks
- Mail, email, or text message list sign-up
- Online billing or paperless services sign-up
- Online payments for prior purchases or recurring services
- Proxy stock voting
- Purchases for in-store pickup
- Receive download or text information (e.g., contacts or directions)
- Reservation confirmations

 (e.g., doctor or haircut appointments)
- Surveys
- View a video

MAILING SUBMISSION AND ACCEPTAN



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 or it must be selected on PostalWizard in the dropdown.**



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/resources-list/technical_specifications

If **PostalOne!** issues arise during the promotion period and prevent the timely finalization of Postage Statements within 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 ACCEPTA

D Postage Payment Method

The eligible postage payments are:

- Permit Imprint
- Precanceled Stamp Permit
- Meter Permit

- Official Mail Accounting System (OMAS)
- Every Door Direct Mail (EDDM)

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:

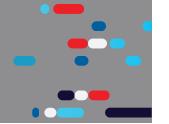
- · If mailer is eligible for an VAR/CVAR for Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: Only "Neither" is an option
- · Precanceled: Only "Neither" is an option.

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
USPS Marketing Mail™ Regular Auto/PRSRT/CR Letters	\$0.15
USPS Marketing Mail™ Non Machinable Letters	\$0.45
USPS Marketing Mail™ Regular Auto/PRSRT/CR Flats	\$0.13
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Letters	\$0.08
USPS Marketing Mail™ Nonprofit Non Machinable Letters	\$0.26
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Flats	\$0.05

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 for more information.

MAILING SUBMISSION AND ACCEPTA



REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

CHECKLIST

- Mailer must provide a hard copy sample mailpiece at BMEU
- Mailer must retain a sample mailpiece for USPS® post-mailing sampling

To claim the discount, participants must provide a hard copy unaddressed mailpiece sample at the time of mail entry to the Business Mail Entry Unit/acceptance clerk. This applies unless other sample submission options specified in the promotion requirements are applicable.

If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented to BMEU. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of mobile print technologies, images, directional copy, and more.

A Seamless Acceptance

Mailers participating in Seamless Acceptance must follow the process applicable to their situation to submit mailpiece production samples.

Facing slip requirement for all Seamless Acceptance mailpiece samples

For all promotion production samples submitted by seamless acceptance mailers, the production sample must be attached to a facing slip that contains the following information: Promotion claimed, Mailer name, Mailer CRID and Job ID.

Mail entered at DMU

For seamless mailers who use a DMU for mail entry, when a USPS® clerk is not present, the mailer should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

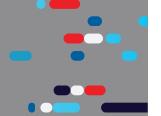
Mail entered at a BMEU with no BMEU clerk present

If no Postal Service® employee is available at the time the mail is deposited at the BMEU, the promotion participant should forward production samples, with a facing slip for each, to the BMEU via mail. Samples can be bundled and sent in batches on a weekly basis.

Mail drop shipped from a DMU

When a USPS clerk is not present at the DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

MAILING SUBMISSION AND ACCEPTANCE



Mail drop shipped from other locations

In this scenario the participant has two options.

- The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the mailer can,
- Follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.

Mail entered via postal transportation from mailer facility

If the mail is coming from a DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. If the mail originates from an as-needed DMU, the participant has two options.

- The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the participant can,
- Follow the above steps.

B 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 submit a mailpiece sample and postage statement to the BMEU clerk.

66

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.

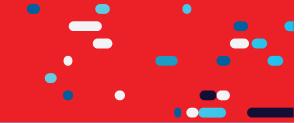
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C Post Mailing Requirements

The Promotions Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service® reserves the right to pursue a revenue deficiency for mailings that do not meet ALL program requirements and to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, 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 Promotions Office.

SUPPORT





Further questions can be directed to the Promotions Office.



EMAIL

For questions about USPS Promotions, contact mailingpromotions@usps.gov.

Note: Please do not email mailpiece samples, as you must upload these to the Mailing Promotions Portal for pre-approval.



For instructions on accessing the Mailing Promotions Portal, visit: https://postalpro.usps.com/promotions/portal.

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 $^{\text{\tiny{M}}}$ website at: <u>https://postalpro.usps.com/promotions.</u>

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.

2022

MOBILE SHOPPING PROMOTION



REVISION HISTORY

Date	Section	Reason for Revision	Version
July 22, 2022	MPP	MPP information updates	v2

