



**USPS
PRODUCT
MANAGEMENT**



2024 USPS Mailing Promotions:

Direct Mail Marketing That Transcends the Page

2024 USPS NEW SOLUTIONS TEAM



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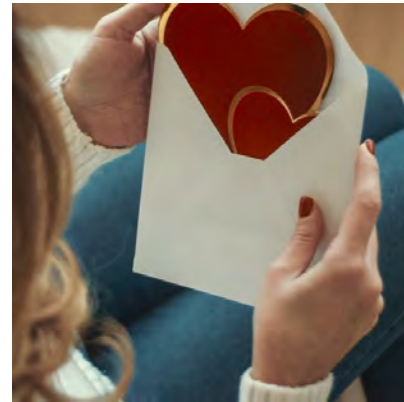
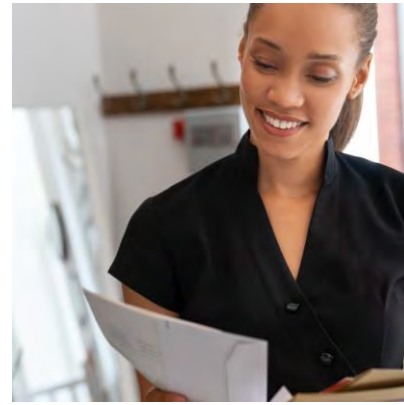
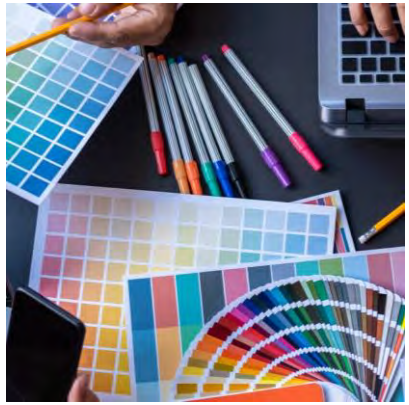


Damir Bell

TODAY'S AGENDA



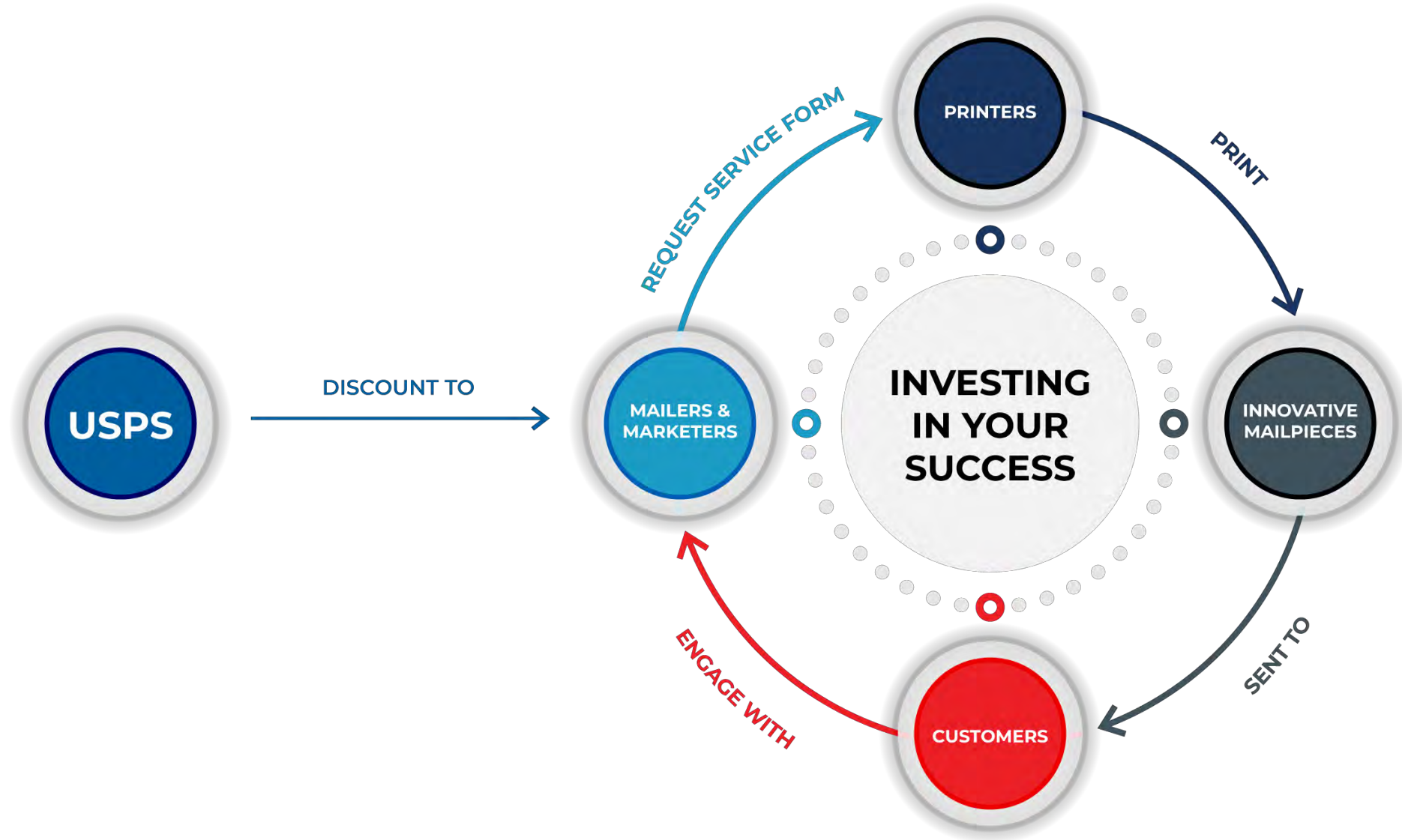
- 01 About USPS Mailing Promotions
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- 04 Tactile, Sensory, Interactive
- 05 Informed Delivery®
- 06 Reply Mail IMbA™
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ABOUT USPS MAILING PROMOTIONS

The USPS Mailing Promotions encourage marketers, printers, and mailers to use technology and print techniques in their mailings to drive better engagement with customers and boost results.

ABOUT USPS MAILING PROMOTIONS



ABOUT USPS MAILING PROMOTIONS



AMONG RECIPIENTS, **DIRECT MAIL DROVE:**¹



DIGITAL MEDIA + DIRECT MAIL

CAPTURES



**39% MORE
ATTENTION**

THAN DIGITAL ONLY CAMPAIGNS¹



81% OF CONSUMERS

FAVOR A PRODUCT THEY CAN **SMELL** AND
TOUCH OVER ONE THEY CAN ONLY SEE²



65% OF CONSUMERS

CAN RECALL MEMORIES ASSOCIATED
WITH SCENTS AFTER **12 MONTHS²**

ABOUT USPS MAILING PROMOTIONS



**EMERGING AND
ADVANCED
TECHNOLOGY**



**PERSONALIZED
COLOR
TRANSPROMO**



**REPLY MAIL
IMbA™**

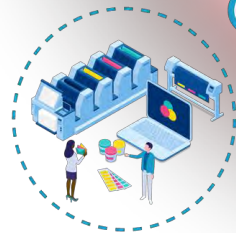


RETARGETING



**USPS MAILING
PROMOTIONS
2024**

**TACTILE, SENSORY,
INTERACTIVE**



**INFORMED
DELIVERY®**



**TACTILE, SENSORY
AND INTERACTIVE**



**PERSONALIZED
COLOR
TRANSPROMO**



**EMERGING
TECHNOLOGY**



**REPLY MAIL
IMbA™**



**INFORMED
DELIVERY®**



RETARGETING



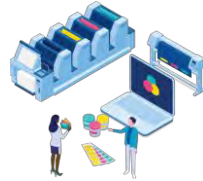
2024 PROMOTIONS WHAT'S NEW



EMERGING AND ADVANCED TECHNOLOGY

- Timeframe: Choose your start date (maximum 6 consecutive months in CY 2024)
- Voice Assistant: Audio File Required
- Mobile Shopping will change in 2025

DISCOUNT: 3% OR 4%



TACTILE, SENSORY, INTERACTIVE

- MDA review process (new address for physical samples)
- Peel and Reveal now eligible
- Buckslips no longer qualify
- Gloss stock will qualify in 2024, but not in the future

DISCOUNT: 5%



PERSONALIZED COLOR TRANSPROMO

- Make bills and statements more fun and impactful by using color and marketing to highlight your message

DISCOUNT: 3% OR 4%



REPLY MAIL IMbA™

- Encourages Qualified Business Reply mail (QBRM) and High volume QBRM customers to adopt IMbA™

DISCOUNT: 3% OR 6%



INFORMED DELIVERY®

- Digital mailpiece will be required for each submission

DISCOUNT MAILERS: 4%

eDoc SUBMITTER: 0.5%



RETARGETING

- Retargeting Technology Solution authorization letter will now be automated using the Mailing Promotions Portal

DISCOUNT: 5%

2024

EMERGING AND ADVANCED TECHNOLOGY

Key uses:

- Mobile shopping
- Driving web traffic
- Social media tie-ins



EMERGING AND ADVANCED TECHNOLOGY



2024 OVERVIEW

Encourage mailers to send exciting mail experiences by connecting mail with digital technologies. Leverage technologies that can boost brand awareness, show off product features, highlight key information, send irresistible offers, facilitate mobile shopping, or engage with customers in new ways. The promotion includes two discount levels depending on the complexity of the technology employed. **New to CY 2024, customer can select their start date (maximum 6 consecutive months in CY 2024).**



3% DISCOUNT

- "Enhanced" Augmented Reality
- Basic Integration with Voice Assistant
- Mobile Shopping

4% DISCOUNT

- Advanced Integration with Voice Assistant
- Video in Print
- Near Field Communication (NFC)
- Mixed Reality (MR)
- Virtual Reality (VR)

REGISTRATION PERIOD

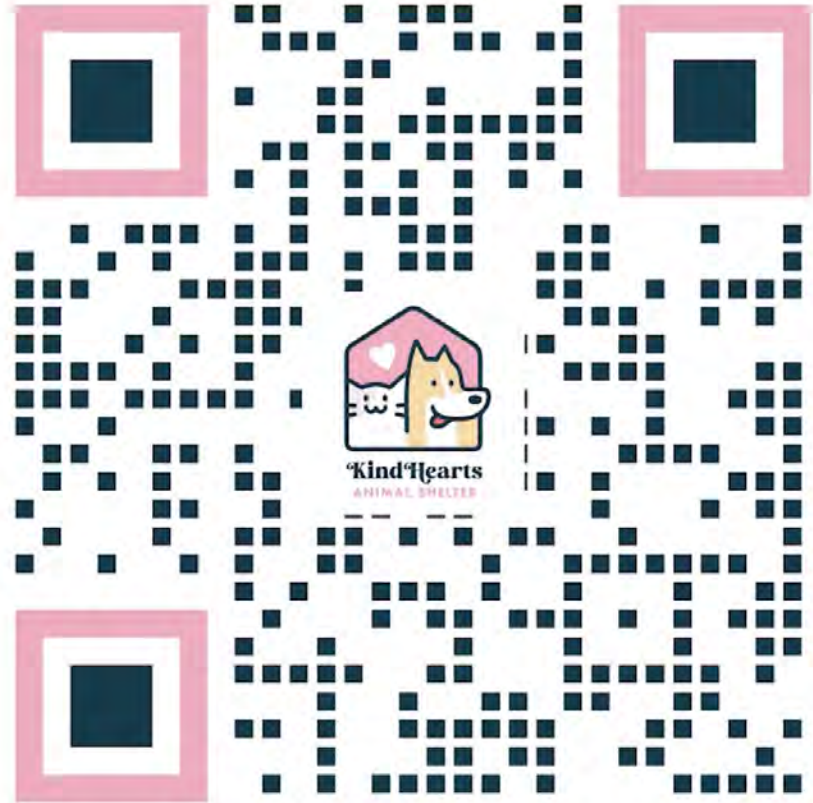
Nov 20, 2023 – Dec 31, 2024

PROMOTION PERIOD

Maximum six (6) consecutive months in CY 2024

ELIGIBLE MAIL:

- First-Class[®] Mail letters, cards, and flats
- USPS Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats



Build and place on your floor. Scan the QR code to picture your future!

Tap to view in your space



2024

PERSONALIZED COLOR TRANSPROMO

Key uses:

- Marketing Message
- Data visualization



PERSONALIZED COLOR TRANSPROMO



2024 OVERVIEW

Encourage marketers and mailers to incorporate color, dynamic variable print with a marketing message. Participants must include a full color marketing message and/or visualization of account data in two or more colors (excluding black, white, or grayscale). Add a reply mechanism to earn an additional discount.

3% DISCOUNT

- Personalized Color Transpromo Promotion (PCT)

4% DISCOUNT

- With Reply Mechanism

REGISTRATION PERIOD

Dec 15, 2023 – Jul 31, 2024

PROMOTION PERIOD

Feb 1, 2024 – Jul 31, 2024

ELIGIBLE MAIL:

- First-Class Mail® presort and automation letters
- Bills, statements, notices, and account summaries only
- Additional discount for Courtesy Reply Mail or Business Reply Mail® inclusion (all reply pieces must include a valid Intelligent Mail® Barcode (IMb®))



PCT REQUIREMENTS



3% DISCOUNT



OPTION 1

Full Color
Marketing
Message



OPTION 2

Full Color
Visualization of
Account Data

4% DISCOUNT



Reply Mail
Mechanism
with IMb™

2024

TACTILE, SENSORY, INTERACTIVE



Key uses:

- Promoting products or services with notable tactile/sensory properties
- Visually distinct mailpieces

TSI QUALIFYING TREATMENTS



SENSORY TREATMENTS

- Texture
- Scent Marketing
- Visual Effects



INTERACTIVE ELEMENTS

- Infinite Folding
- Trailing Edge Die-Cut (TED-C) Envelopes



SPECIALTY INKS

- Texture
- Scent Marketing
- Visual Effects

TACTILE, SENSORY, INTERACTIVE



2024 OVERVIEW

The Tactile, Sensory, & Interactive (TSI) Promotion leverages technological advances to encourage sensory engagement with the physical mailpiece. By utilizing the mailpiece to engage senses such as touch, scent, and more, marketers can enhance how their consumers interact with mail.



5% DISCOUNT

- Specialty Inks
- Sensory Treatments
- Interactive Elements

REGISTRATION PERIOD

Dec 15, 2023 – Jul 31, 2024

PROMOTION PERIOD

Feb 1, 2024 – Jul 31, 2024

ELIGIBLE MAIL:

- USPS Marketing Mail letters and flats
- Nonprofit US PS Marketing Mail letters and flats
- First-Class[®] Mail letters, cards and flats



2024

INFORMED DELIVERY®

Key uses:

- Integrating physical and digital
- Online call-to-action



2024 OVERVIEW

Through Informed Delivery®, business mailers can conduct an “interactive campaign” that reaches their target audience on a digital channel by integrating colorful and interactive campaign elements to enhance and extend the mail moment for consumers.



4% DISCOUNT

- **Interactive Campaign**

0.5% INCENTIVE

- **eDoc Postage Statement Submitter**

REGISTRATION PERIOD

Jun 15, 2024 – Dec 31, 2024

PROMOTION PERIOD

Aug 1, 2024 – Dec 31, 2024

ELIGIBLE MAIL:

- First-Class Mail™ automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats*
- Nonprofit USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats*

*Limited to addresses with a USPS delivery point which can receive an Informed delivery notification.

DRIVE IMMEDIATE ACTION

- Full color, clickable Ride-along Images in the email message take users directly to a target URL, straight from their inbox.
- Target URL can be a landing page, social media profile, or video — ideal for lead generation, growing online presence, or improving brand awareness.
- Arriving in close succession via two channels, a Ride-along Image and physical mailpiece provide a 1-2 marketing punch that leads customers to action.



BY THE NUMBERS

58.9 MILLION USERS

64%

INFORMED DELIVERY
EMAIL OPEN RATE¹

9 BILLION

PACKAGE IMPRESSIONS

(including non-campaign
and campaign mailpieces
and packages)

6.6 BILLION

**DAILY DIGEST
EMAILS OPENED**



2024

REPLY MAIL IMbA™

Key uses:

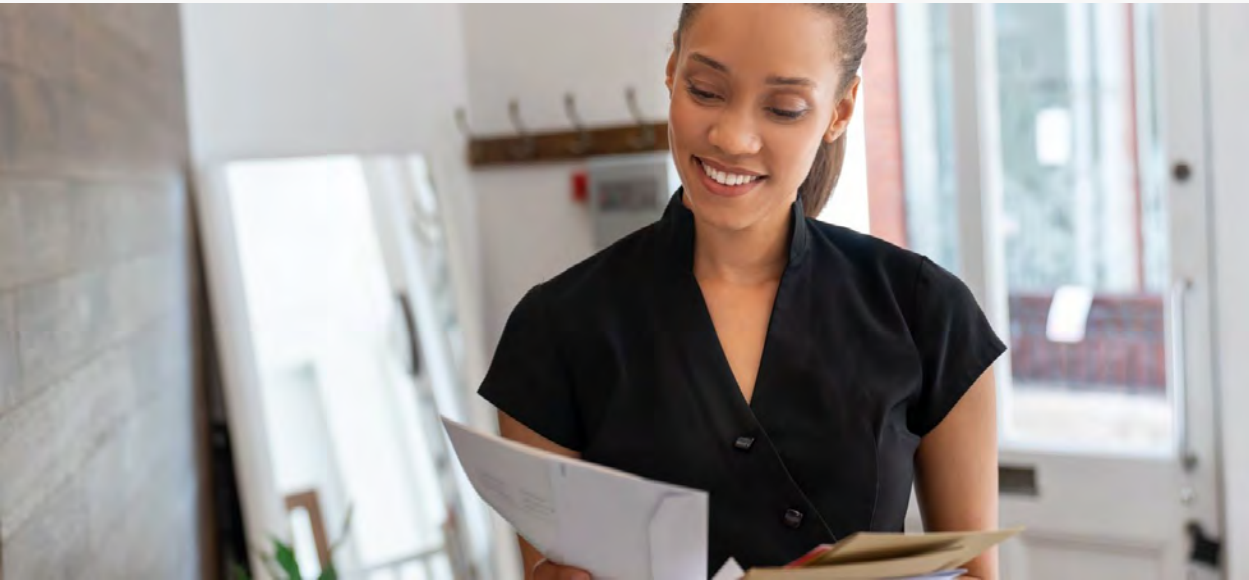
- Collecting customer responses
- Automatic invoicing

REPLY MAIL IMbA™



2024 OVERVIEW

The Reply Mail IMbA™ promotion encourages participants to streamline their Qualified Business Reply Mail™ (QBRM™) pieces utilizing Intelligent Mail® Barcode Accounting (IMbA™). Customers can take advantage of the system's efficiencies to improve their visibility into their QBRM™ pieces.



3% DISCOUNT

Static Barcode

6% DISCOUNT

Serialized Barcode

REGISTRATION PERIOD

May 15, 2024 – Dec 31, 2024

PROMOTION PERIOD

Jul 1, 2024 – Dec 31, 2024

ELIGIBLE MAIL:

- Qualified Business Reply Mail™ only (QBRM™) letters and cards

AUTOMATE REPLY MAIL PROCESSING



INTELLIGENT MAIL BARCODE ACCOUNTING

Automates reply mail processing and allows mailers to access data and view invoices electronically



Advantages:

- Savings via Qualified Business Reply Mail (QBRM™)
- Automated invoicing
- Expedited processing
- Single per piece rate for QBRM letters
- No barrier to the customer paying postage



2024

RETARGETING

Key uses:

- Print-on-demand
- Omni-channel marketing

RETARGETING



2024 OVERVIEW

Incentivizes marketers to send out a postcard to a recent website or mobile app visitor that didn't convert.



5% DISCOUNT

Retargeting

REGISTRATION PERIOD

Jul 15, 2024 – Nov 30, 2024

PROMOTION PERIOD

Sep 1, 2024 – Nov 30, 2024

ELIGIBLE MAIL:

- First-Class® Mail postcards

RETARGETING



By leveraging Retargeted Direct Mail, marketers re-engage customers and increase **conversion rates**.



Digital Interaction



Shopping Cart Abandonment



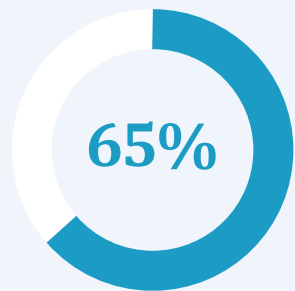
Direct Mail Piece Sent



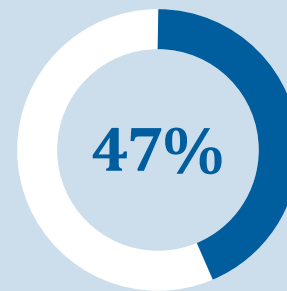
In-Store Action, or...



Digital Interaction



65% of **marketing respondents** reported increased web traffic¹



47% of **Millennials** went to a **brand's website** after receiving direct mail, which was the highest percentage of all age groups.²

1. USPS; The Future of Direct Mail Is Here and It's Dynamic
2. Mail and E-Commerce Through the Ages

How do I participate in USPS Mailing Promotions?



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PRE-APPROVAL PROCESS



Electronic samples **must be submitted for pre-approval**



ALL samples must be submitted via the **Mailing Promotion Portal (MPP)** on the **Business Customer Gateway (BCG)**

If you have not signed up,
please follow instructions here:

postalpro.usps.com/promotions/portal

Utilize your **unique** BCG username

PRE-APPROVAL PROCESS



01 Log in to the **Mailing Promotions Portal** via the **Business Customer Gateway**:
<https://gateway.usps.com/>
For sign up instructions, visit: <https://postalpro.usps.com/promotions/portal>

02 Select '**Submit Mailpiece Preapproval**'.
Follow instructions and upload an image of your sample (this will be used to identify it).

03 USPS will **review and provide a pre-approval** decision.
You will be notified via email and within the Mailing Promotions Portal.

04 Direct questions to the **Mailing Promotions Portal Questions tab**.
Enroll in the Promotion via Incentive Programs in the Business Customer Gateway prior to mailing.



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

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.

To access 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

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.



Questions?



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Appendix



USPS
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How do I participate in USPS Mailing Promotions?

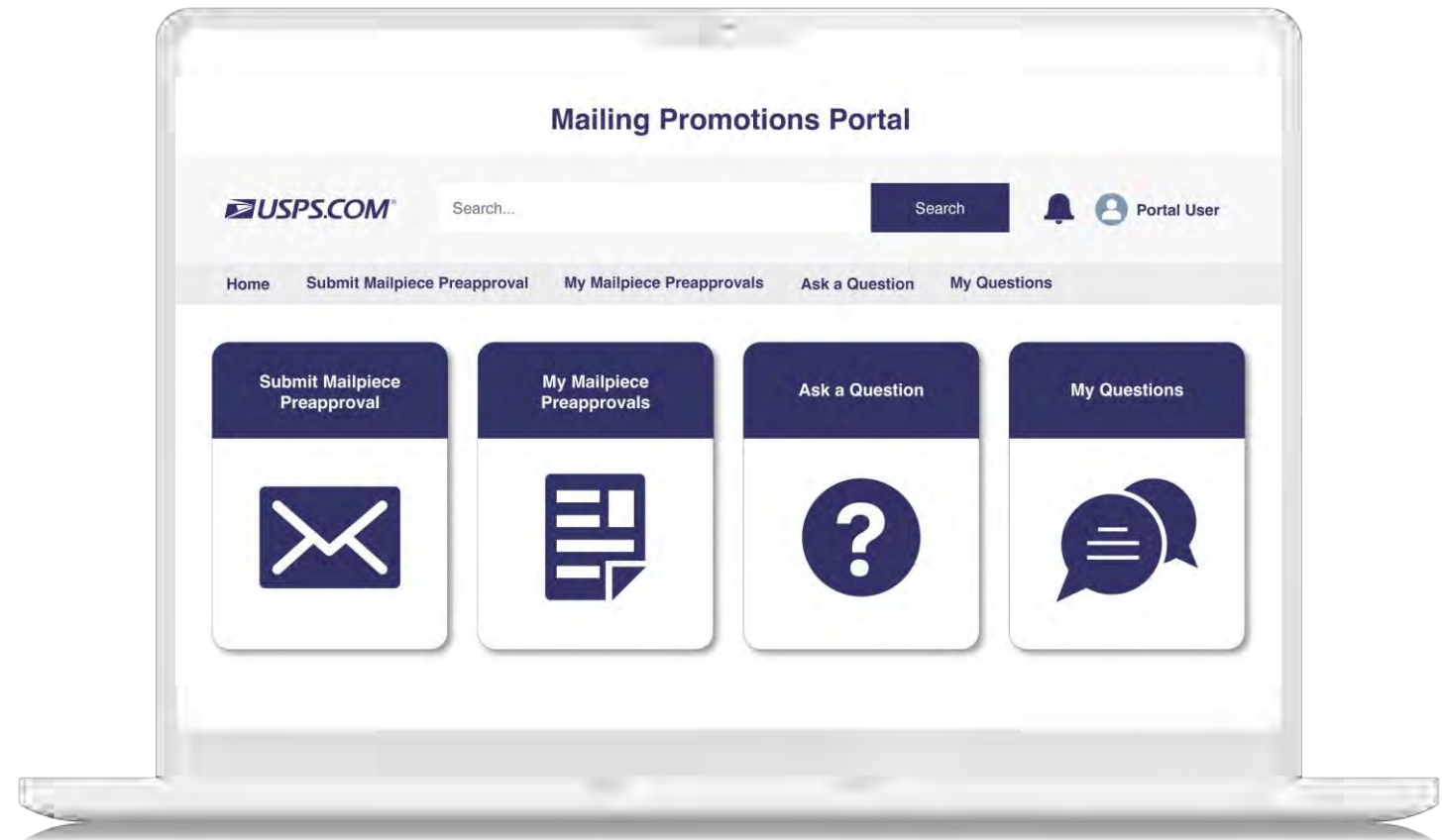


MPP SUBMISSION PROCESS



1

Submit Mailpiece
Preapproval in Mailing
Promotions Portal



MPP SUBMISSION PROCESS



1

Submit Mailpiece
Preapproval in Mailing
Promotions Portal

Mailpiece Preapproval Form

*Promotion Type

Emerging and Advanced Technology Promotion

Next

2

Choose appropriate
promotion from picklist

MPP SUBMISSION PROCESS



3 Complete Mailpiece Preapproval form

Mailpiece Preapproval Form

*Mailpiece Title

USPS ET

*Technology Used

Advanced Integration with Voice Assitant (4% Discount) ▲▼

- I am a Mail Service Provider Submitting on Behalf of a Mail Owner
- I affirm that I have read submission guidelines for this promotion campaign and that the information I have provided meets these guidelines

[Click to view submission guidelines for the selected promotion](#)

Previous

Next

MPP SUBMISSION PROCESS



3 Complete Mailpiece Preapproval form

4 Upload digital copies

Mailpiece Preapproval Form

Please attach a digital copy of the mailpiece you are submitting for preapproval.

Or drop files

Next

MPP SUBMISSION PROCESS



3 Complete Mailpiece Preapproval form

4 Upload digital copies

5 Receive confirmation of submission with Service Request number

Mailpiece Preapproval Form

Your request, SR#44608540, has been submitted. You will receive a notification in the event further information is required, or decision has been reached on your request.

Finish