USPS
PRODUCT
MANAGEMENT

2024 USPS Mailing Promotions:

Direct Mail Marketing That Transcends the Page

2024 USPS NEW SOLUTIONS TEAM

USPS PRODUCT MANAGEMENT

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TODAY'S AGENDA

USPS PRODUCT MANAGEMENT

USPS PRODUCT MANAGEMENT
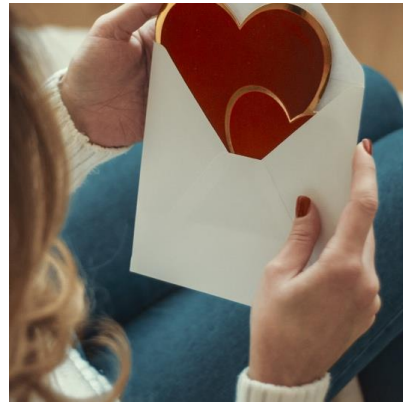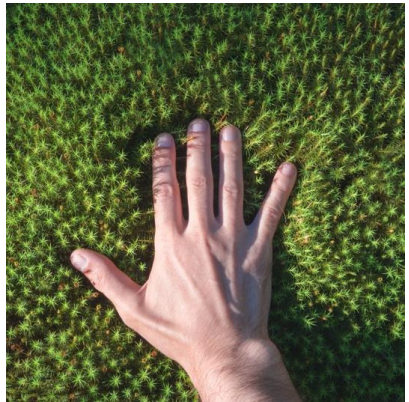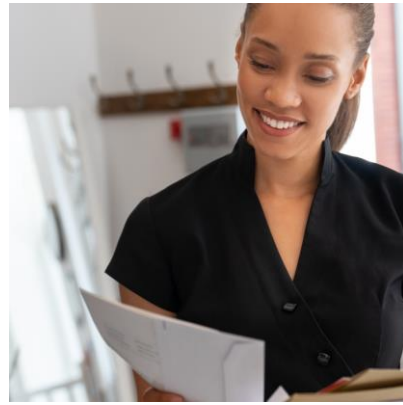
ABOUT
USPS MAILING PROMOTIONS

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

USPS

DISCOUNT TO

MAILERS & MARKETERS

REQUEST SERVICE FORM

PRINTERS

PRINT

INVESTING IN YOUR SUCCESS

INNOVATIVE MAILPIECES

SENT TO

CUSTOMERS

ENGAGE WITH

USPS PRODUCT MANAGEMENT

ABOUT USPS MAILING PROMOTIONS

USPS PRODUCT MANAGEMENT
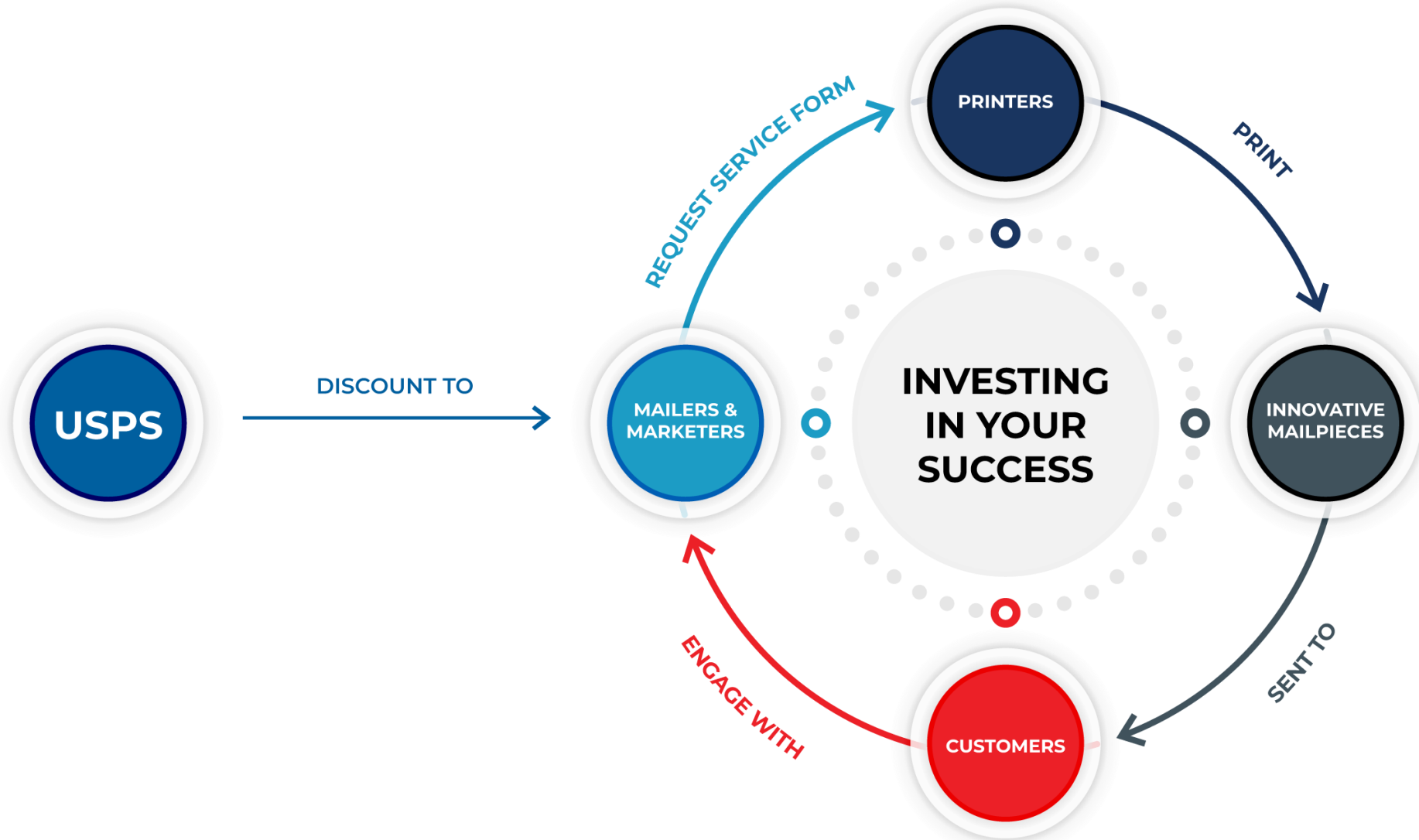
AMONG RECIPIENTS, **DIRECT MAIL DROVE:**[1]

92% TO DIGITAL ACTIVITY
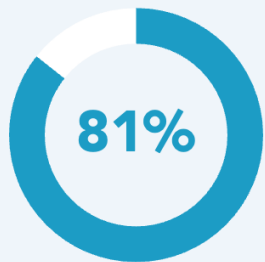
87% TO SHOP ONLINE
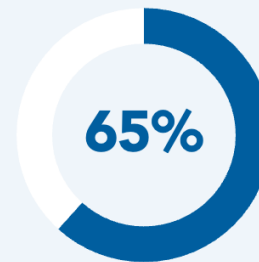
DIGITAL MEDIA + DIRECT MAIL

CAPTURES

39% MORE ATTENTION

THAN DIGITAL ONLY CAMPAIGNS[1]

81% **81% OF CONSUMERS** FAVOR A PRODUCT THEY CAN **SMELL** AND **TOUCH** OVER ONE THEY CAN ONLY SEE[2]

65% **65% OF CONSUMERS** CAN RECALL MEMORIES ASSOCIATED WITH SCENTS AFTER **12 MONTHS**[2]

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT

TACTILE, SENSORY AND INTERACTIVE
✏️ DEC 15   🏅 FEB 1   JUL 31

PERSONALIZED COLOR TRANSPROMO
✏️ DEC 15   🏅 FEB 1   JUL 31

EMERGING TECHNOLOGY
← **6 MONTHS** →
REGISTRATION BEGINS **NOV 20, 2023**

REPLY MAIL IMbA™
✏️ MAY 15   🏅 JUL 1

INFORMED DELIVERY®
✏️ JUN 15   🏅 AUG 1

RETARGETING
✏️ JUL 15   🏅 SEPT 1

2024 PROMOTIONS WHAT'S NEW

 USPS PRODUCT MANAGEMENT

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)**

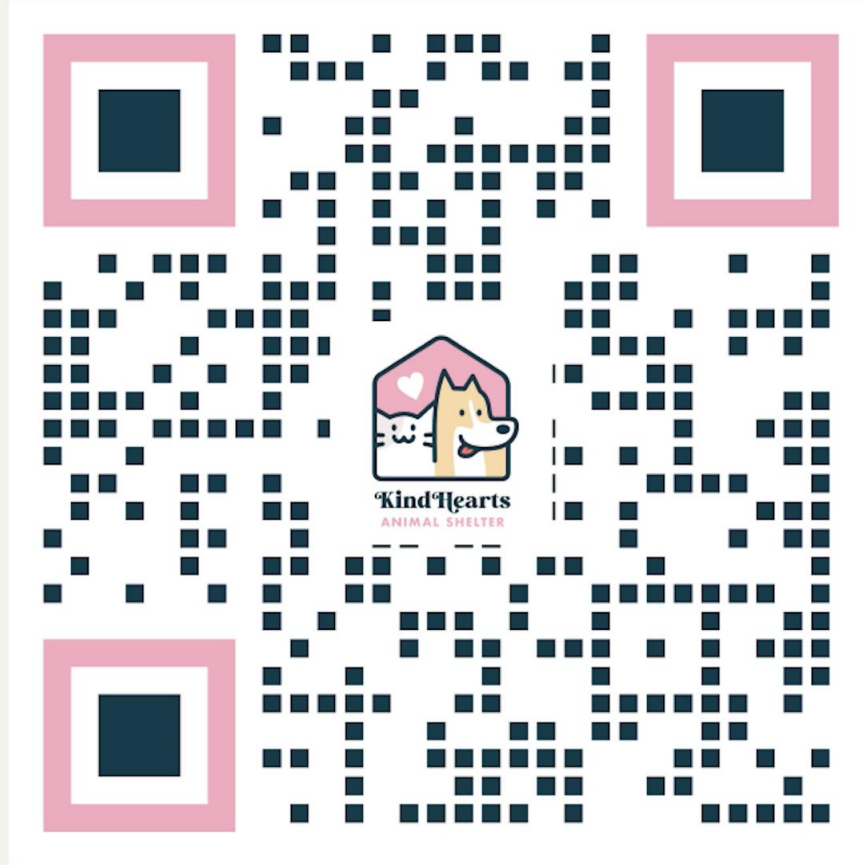**REGISTRATION PERIOD** — Nov 20, 2023 – Dec 31, 2024

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

KindHearts
ANIMAL SHELTER

USPS PRODUCT MANAGEMENT

2024

PERSONALIZED COLOR TRANSPROMO

Key uses:

- Marketing Message
- Data visualization

PERSONALIZED COLOR TRANSPROMO

USPS PRODUCT MANAGEMENT

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

4% DISCOUNT

OPTION 1

Full Color
Marketing
Message

OPTION 2

Full Color
Visualization of
Account Data

Reply Mail
Mechanism
with IMb ™

USPS PRODUCT MANAGEMENT

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

USPS PRODUCT MANAGEMENT

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 USPS Marketing Mail letters and flats

- First-Class® Mail letters, cards and flats

USPS PRODUCT MANAGEMENT

2024

INFORMED DELIVERY®

Key uses:
- Integrating physical and digital
- Online call-to-action

INFORMED DELIVERY®

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.

INFORMED DELIVERY®

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.
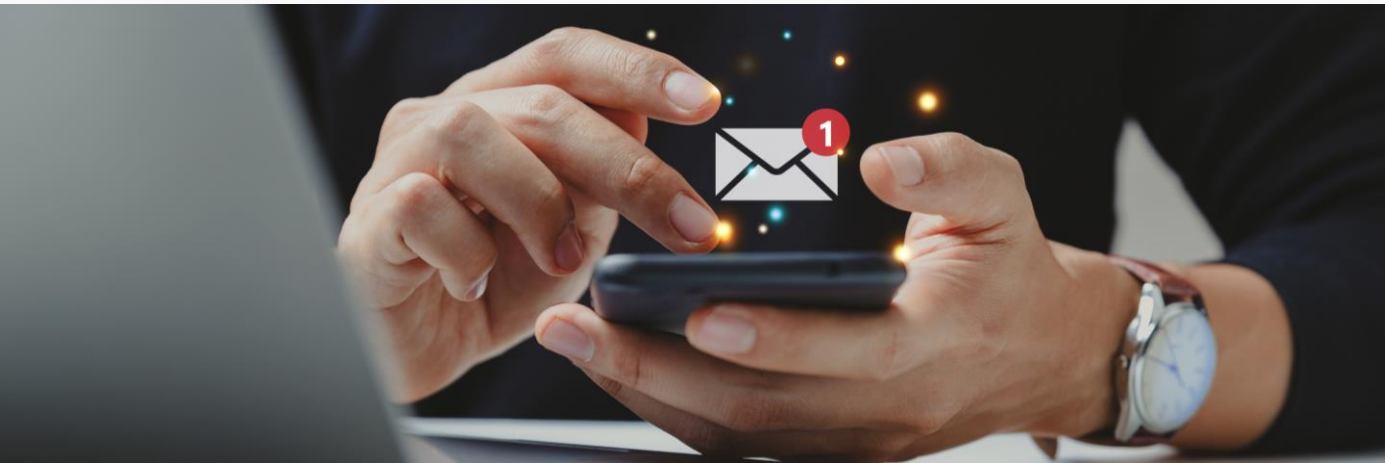
BY THE NUMBERS

58.9 MILLION USERS

64%
INFORMED DELIVERY EMAIL OPEN RATE[1]

9 BILLION
PACKAGE IMPRESSIONS
(including non-campaign and campaign mailpieces and packages)

6.6 BILLION
DAILY DIGEST EMAILS OPENED

1. Informed Delivery Year in Review FY23Q4 Report

USPS PRODUCT MANAGEMENT

2024

REPLY MAIL IMbA™

Key uses:
- Collecting customer responses
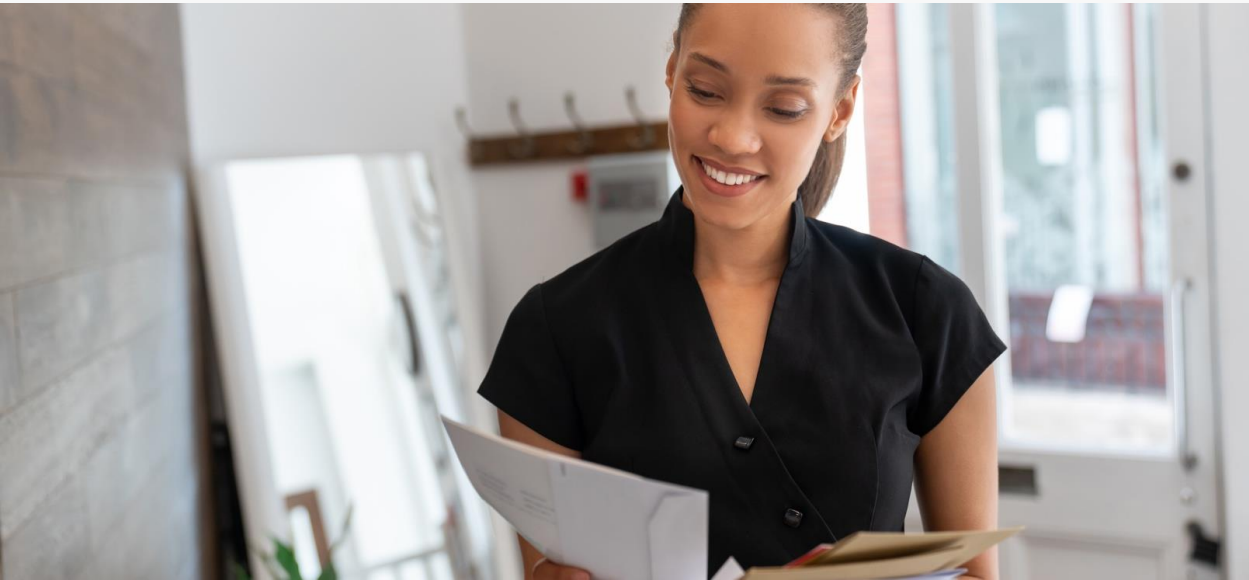- Automatic invoicing

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	6% DISCOUNT
Static Barcode	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

USPS PRODUCT MANAGEMENT

INTELLIGENT MAIL BARCODE ACCOUNTING

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

UNITED STATES POSTAL SERVICE ®

BUSINESS REPLY MAIL

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

USPS PRODUCT MANAGEMENT
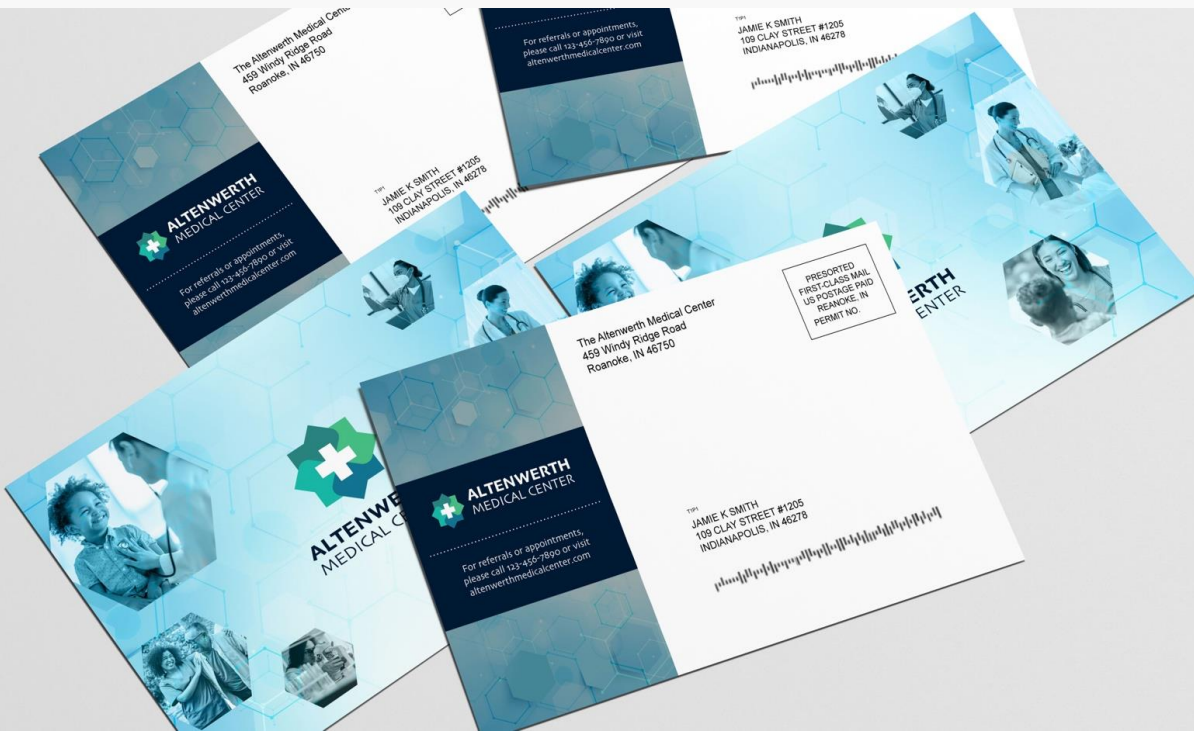
2024

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**.
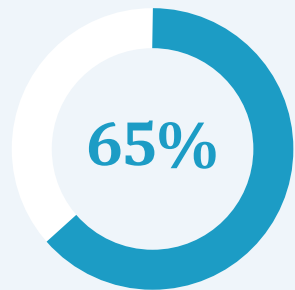

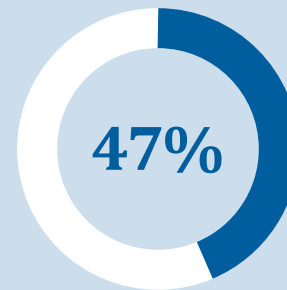Digital Interaction → Shopping Cart Abandonment → Direct Mail Piece Sent → In-Store Action, or… → Digital Interaction

65% — **65%** of **marketing respondents** reported increased web traffic[1]

47% — **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

PRE-APPROVAL PROCESS

USPS PRODUCT MANAGEMENT

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

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.

RESOURCES

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

How do I participate in USPS Mailing Promotions?

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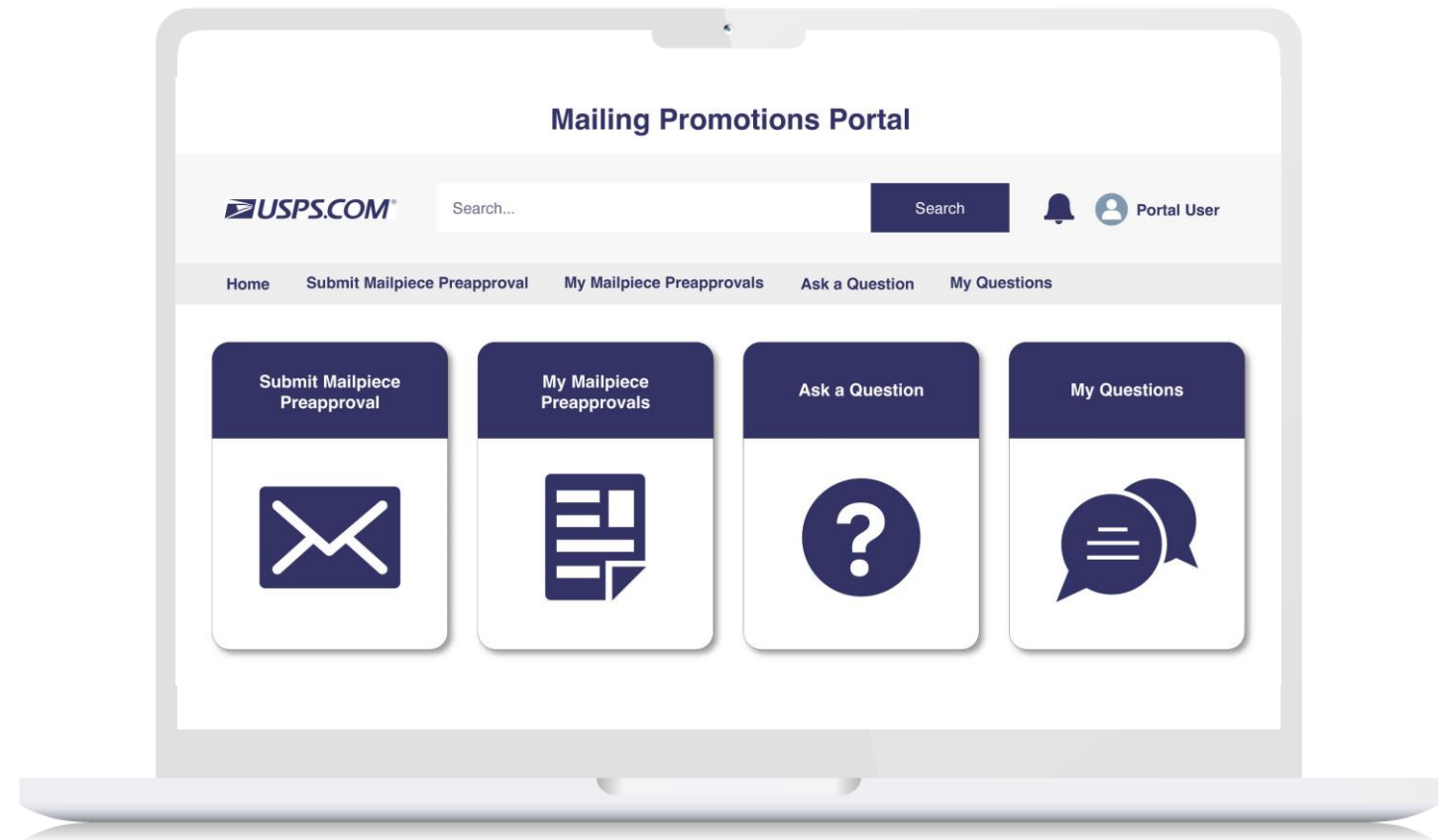
MPP SUBMISSION PROCESS

1 Submit Mailpiece Preapproval in Mailing Promotions Portal

MPP SUBMISSION PROCESS

USPS PRODUCT MANAGEMENT

1 Submit Mailpiece Preapproval in Mailing Promotions Portal

2 Choose appropriate promotion from picklist

Mailpiece Preapproval Form

*Promotion Type

| Emerging and Advanced Technology Promotion | ▲ ▼ |

Next

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

USPS PRODUCT MANAGEMENT

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.

⬆ Upload Files | 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

USPS PRODUCT MANAGEMENT

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