

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.



2022 Promotions



**TACTILE, SENSORY
AND INTERACTIVE
MAILPIECE
ENGAGEMENT**



**EMERGING AND
ADVANCED
TECHNOLOGY**



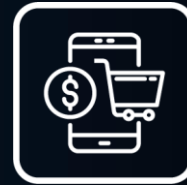
**EARNED
VALUE
REPLY MAIL**



**PERSONALIZED
COLOR
TRANSPROMO**



**INFORMED
DELIVERY**



**MOBILE
SHOPPING**







2022 Mailing Promotions Calendar



Registration Period



Promotion Period

PROMOTIONS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
 TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT	<div><div>DEC 15</div><div>JUL 31</div></div>											
	<div><div>FEB 1</div><div>JUL 31</div></div>											
 EMERGING AND ADVANCED TECHNOLOGY	<div><div>JAN 15</div><div>AUG 31</div></div>											
	<div><div>MAR 1</div><div>AUG 31</div></div>											
 EARNED VALUE REPLY MAIL	<div><div>FEB 15</div><div>MAR 31</div></div>											
	<div><div>APR 1</div><div>JUN 30</div></div>											
 PERSONALIZED COLOR TRANSPROMO	<div><div>MAY 15</div><div>DEC 31</div></div>											
	<div><div>JUL 1</div><div>DEC 31</div></div>											
 INFORMED DELIVERY	<div><div>JUN 15</div><div>DEC 31</div></div>											
	<div><div>AUG 1</div><div>DEC 31</div></div>											
 MOBILE SHOPPING	<div><div>JUL 15</div><div>DEC 31</div></div>											
	<div><div>SEPT 1</div><div>DEC 31</div></div>											

2022 Promotion Changes



TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

- Promotion Discount Increased (from 2% to 4%)
- First-Class Mail Added



EMERGING AND ADVANCED TECHNOLOGY

- Promotion Discount Tiered Structure of 2% to 3% based on technology use



EARNED VALUE REPLY MAIL

- No Change



PERSONALIZED COLOR TRANSPROMO

- Promotion Discount Increased (from 2% to 3%)



INFORMED DELIVERY

- Promotion Discount Increased (from 2% to 4%)
- Promotion Period Increased (from 3 months to 5 months)



MOBILE SHOPPING

- Promotion Period Decreased (from 5 months to 4 months)



TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

2022 Overview

The Tactile, Sensory & Interactive (TSI) Promotion leverages the technological advances within the print industry that encourages sensory engagement with the physical mailpiece. By utilizing the physical aspects of the mailpiece as well as the advances in print technology, marketers can enhance how their consumers interact and engage with mail.

DISCOUNT AMOUNT

4% off
eligible postage

REGISTRATION PERIOD

Dec 15th, 2021 –
Jul 31st, 2022

PROMOTION PERIOD

Feb 1st, 2022 –
Jul 31st, 2022

ELIGIBLE MAIL:

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





TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

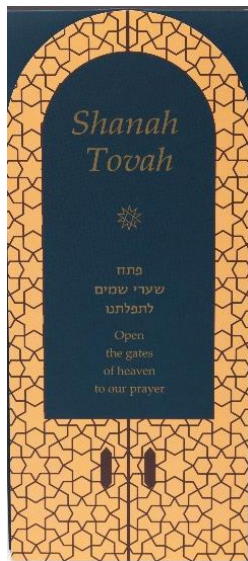
2022 Requirements

MULTIPLE WAYS TO MEET PROMOTION REQUIREMENTS:

- Use of **visible and distinguishable** specialty inks
- Specialty paper facilitating one or more of the following experiences:
 - Scent
 - Sound
 - Taste
- Interactive foldable/dimensional pieces
 - 3D
 - Pop-up



TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT





EMERGING & ADVANCED TECHNOLOGY

2022 Overview

Encourages mailers to send mail experiences that excite customers by connecting mailpieces with the latest digital technologies. Leverages the latest technologies to boost brand awareness, show off product features, highlight key information, send irresistible offers, or engage with customers in new ways. Offers two discount levels depending on the complexity of the technology employed.

DISCOUNT AMOUNT

2-3% off
eligible postage

PROMOTION REGISTRATION PERIOD

Jan 15th, 2022 –
Aug 31st, 2022

PROMOTION PERIOD

Mar 1st, 2022 –
Aug 31st, 2022

Eligible Mail:

- First-Class Mail letters, postcards, and flats
- USPS Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats





EMERGING & ADVANCED TECHNOLOGY

2% DISCOUNT

Emerging and Advanced Technologies



"Enhanced"
Augmented Reality



Basic Integration
with Voice Assistant

3% DISCOUNT

Enhanced Emerging Technologies



Advanced
Integration with
Voice Assistant



Video in
Print Technology



Near Field
Communication



Mixed Reality



Virtual Reality



ENHANCED AUGMENTED REALITY

Earn a **2% discount** by:

Using triggers in a mailpiece to
show real-world objects with
3D technology or animation





BASIC INTEGRATION WITH VOICE ASSISTANT

Earn a **2% discount** by:

- Using search functionality allowing customer to go to a website for a specific business purpose related to the mailpiece message
- Re-skin existing Alexa or Google modules that have minimal re-skin requirements (ex., Add company name)



FIND OUT ABOUT OUR TRIPS TO THE BAHAMAS ON OUR WEBSITE, SAY:



“

Hey Google, go to
ABCtravel.com

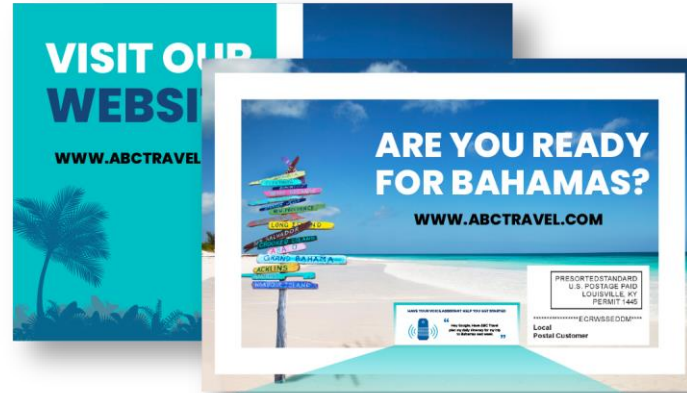
”



ADVANCED INTEGRATION WITH VOICE ASSISTANT

Earn a **3% discount** by:

- Using scripting and instructions with existing Voice Assistant modules to guide customers to targeted interactions.
- Creating a customized modules so customers can use voice prompts to carry out specific processes.



HAVE YOUR VOICE ASSISTANT HELP YOU GET STARTED



“

Hey Google, Have ABC Travel plan my daily itinerary for my trip to Bahamas next week.

”



EARNED VALUE REPLY MAIL

2022 Overview

Earned Value encourages the use of Business Reply Mail (BRM), Courtesy Reply Mail (CRM) and Share Mail. Through these products, mailers can provide a quick and convenient way for customers to use the mail and get responses to their offerings.

DISCOUNT AMOUNT

\$0.02 credit for each
BRM, CRM, and
Share Mail piece

REGISTRATION PERIOD

Feb 15th, 2022 –
Mar 31st, 2022

PIECES COUNTED

Apr 1st, 2022 –
Jun 30th, 2022

AGREE TO CREDITS

Jul 1st, 2022 – Sep 15th, 2022

ELIGIBLE MAIL TO BE COUNTED:

- Business Reply Letter Mail
- Courtesy Reply Letter Mail
- Share Mail



PERSONALIZED COLOR TRANSPROMO

2022 Overview

Encourage marketers, advertisers, mailers, etc., to incorporate marketing messages that are highlighted using color, dynamic variable print and personalization. All participants need to include a full color marketing message and/or visualization of account data in two or more colors not including black, white, or gray scale. Previous participants need to meet the personalization requirements.

DISCOUNT AMOUNT

3% off
eligible postage

REGISTRATION PERIOD

May 1st, 2022 –
Dec 31st, 2022

PROMOTION PERIOD

Jul 1st, 2022 –
Dec 31st, 2022

ELIGIBLE MAIL:

- First-Class Mail® Presort and automation letters
- Bills and Statements only



PERSONALIZED COLOR TRANSPROMO

Full color

2 or more colors
(no black/white)
in the marketing message

Onsert

Message is within
the content of the
bill/statement

Personalization

Marketing message must
be targeted towards
specific customers based
on behavior/demographics

No

"Mail Diversion"

There is no prominent,
color message promoting
going paperless





INFORMED DELIVERY

2022 Overview

Through Informed Delivery, business mailers can conduct an “interactive campaign” which integrates colorful and interactive campaign elements to enhance and extend the mail moment for consumers, thus reaching their target audiences on a digital channel.

DISCOUNT AMOUNT

4% off
eligible postage

PROMOTION REGISTRATION PERIOD

Jun 15th, 2022 –
Dec 31st, 2022

PROMOTION PERIOD

Aug 1st, 2022 –
Dec 31st, 2022

ELIGIBLE MAIL*:

- First-Class Mail letters, postcards, and flats
- USPS Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats

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



INFORMED DELIVERY

2022 Requirements

SUBMIT MAILPIECE AND CAMPAIGN FOR REVIEW

- A Call to Action informing the customer of an offer
 - “Mail Diversion” is ineligible
- Ride-along images where customers can navigate to the offer
- Live, functioning URL

MAILINGS WITH FLATS MUST ALSO INCLUDE

- Representative image closely representing what the customer will receive
- PDF of both sides of the mailpiece





**INFORMED
DELIVERY**

Mailpiece



Representative Image & Ride-along





MOBILE SHOPPING

2022 Overview

The 2021 Mobile Shopping promotion encourages mailers to integrate mobile technology with direct mail, thus creating a convenient method for consumers to do their online shopping.

DISCOUNT AMOUNT

2% off
eligible postage

REGISTRATION PERIOD

July 15th, 2022 –
Dec 31st, 2022

PROMOTION PERIOD

Sept 1st, 2022 –
Dec 31st, 2022

ELIGIBLE MAIL:

- USPS Marketing Mail™ letters and flats
- Nonprofit USPS Marketing Mail™ letters and flats





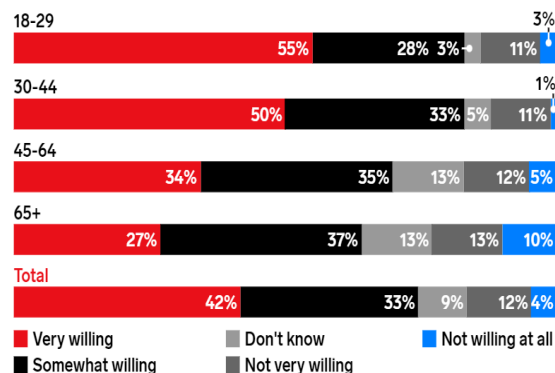
MOBILE SHOPPING

Mobile Shopping – QR Codes

- 67% of respondents in a September 2020 survey from [MobileIron](#) believe QR codes “Make life easier in a touchless world.”
- Estimated that over 11 million households in the US utilized QR codes in 2020 ([Statista](#))
- 75% of US adults would be willing to use more QR codes in the future ([eMarketer](#))

How Willing Are US Adults to Use More QR Codes in the Future?

% of respondents, by age, June 2021



Note: among respondents who know what QR codes are
Source: YouGov as cited in company blog, June 28, 2021

2022 Requirements



MOBILE SHOPPING

MAILPIECES MUST INCLUDE:

- Qualifying Mobile Print Technology (to access the shopping experience)
 - QR Code
 - Voice Assistant trigger
- Directional Copy on navigating to the shopping experience
- Print Technology must lead to a ***mobile optimized*** shopping experience
- Shopping experience must be for a tangible product
 - Delivery of tangible/physical products could be fulfilled via USPS

USPS Promotion Programs and Resources



TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

Promotion Program eMail

Tactilesensorypromo@usps.gov

[PostalPro Link](#)



EMERGING AND ADVANCED TECHNOLOGY

Promotion Program eMail

EmergingTechPromo@usps.gov

[PostalPro Link](#)



EARNED VALUE REPLY MAIL

Promotion Program eMail

Earnedvalue@usps.gov

[PostalPro Link](#)



PERSONALIZED COLOR TRANSPROMO

Promotion Program eMail

FCMColorPromotion@usps.gov

[PostalPro Link](#)



INFORMED DELIVERY

Promotion Program eMail

Promotion-InformedDelivery@usps.gov

[PostalPro Link](#)



MOBILE SHOPPING

Promotion Program eMail

mailingpromotions@usps.gov

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USPS MAILING PROMOTIONS



More information

<http://postalpro.usps.com/promotions>