

2022

# EARNED VALUE WEBINAR



**Earn postage credits for future mailings**

# 2022 EARNED VALUE

The Earned Value Promotion seeks to create value for mailers using convenient reply mail products. Providing your customers reply mail such as Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail can make it easier for them to respond to your offers. Capitalize on the advantages of reply mail while earning credits towards future mailings.



**EARNED  
VALUE**

# WHAT'S NEW

For 2022, the requirements for Earned Value have not undergone any changes.

The Promotions Team has launched new Guidebooks to facilitate participation in each of the Promotions available.

Guidebooks can be found on each Promotion's PostalPro page:

<https://postalpro.usps.com/promotions/2022-earned-value/requirements>



## EARNED VALUE

A screenshot of a web page for the 2022 Earned Value Promotion. The page has a dark blue background with a pattern of colorful dots. At the top, it says "2022 EARNED VALUE PROMOTION" in white and blue text. Below that, it says "Earn postage credits for future mailings". The main content area is a grid of six white cards with blue and red accents. Each card has a title, a brief description, and a "LEARN MORE" button. The cards are: OVERVIEW (See what this promotion is about), FEATURES (Understand how to use Earned Value), QUICK START (Learn the key steps in the process), PROMOTION DETAILS (Know how to get your Earned Value credits), EARNED VALUE RESOURCES (Learn about other tools and resources to help you use this promotion), and SUPPORT (Find online resources and contact information for questions). At the bottom right, there is the United States Postal Service logo.

# OVERVIEW



## FEATURES

## QUICK START

## PROMOTION DETAILS

## MAILING SUBMISSION AND ACCEPTANCE

## SUPPORT

2022 EMERGING AND ADVANCED TECHNOLOGY PROMOTION  
**PROMOTION OVERVIEW**

**Where Mail and Technology Meet**  
Send a mail experience that excites customers by connecting mailpieces with the latest digital technologies. Use the latest technologies to boost your brand awareness, show off product features, highlight key information, send an irresistible offer, or engage with your customers in new ways. Follow along to learn more about these technologies, creating great mail experiences, and how to receive a discount on postage with your qualifying mailing.

**Seven ways to create a new mail experience. All of them come with a discount.**  
New for 2022 are two discount levels for different technologies. Explore below to see what discount will be applied to each qualifying technology. Note that only one discount can be applied to a mailing.

**2% DISCOUNT Emerging and Advanced Technologies**

- "Enhanced" Augmented Reality**  
show real world objects using 3D digital images
- Basic Integration with Voice Assistant**  
use basic voice commands to guide exploration

**3% DISCOUNT Enhanced Emerging Technologies**

- Advanced Integration with Voice Assistant**  
guide an experience through advanced voice commands
- Video in Print Technology**  
create a mobile, interactive video experience
- Near Field Communication**  
chip enabled mailpiece
- Mixed Reality**  
blend physical and virtual spaces
- Virtual Reality**  
craft experiences that take place in the artificial world

**Mark your calendar**

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
● JAN 15							● AUG 31	●			
		● MAR 1					● AUG 31	●			

Registration Period  
Promotion Period



Learn what each promotion is about, and how it can help you better reach your customers.



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2022 MOBILE SHOPPING PROMOTION

**PROMOTION FEATURES:**

**Scan Image to Purchase**

**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.

**Scan, Click, Purchase**

**Mobile Shopping**

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

QR Code

Voice Assistant

AR Experience

2% DISCOUNT

SEE PROMOTION DETAILS

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Understand which mailing products are eligible and the benefits each delivers to you.

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2022 TACTILE, SENSORY, INTERACTIVE PROMOTION

## QUICK START

**1 Select an Eligible Mail Option** See Promotion Details Section 1A for more details

Eligible Mail Options	Ineligible Mailpieces
<ul style="list-style-type: none"><li>○ First-Class Mail® letters, cards, and flats</li><li>○ USPS Marketing Mail™ letters and flats</li><li>○ Nonprofit USPS Marketing Mail™ letters and flats</li></ul>	<ul style="list-style-type: none"><li>○ Periodicals</li><li>○ Bound Printed Matter</li><li>○ Media Mail</li></ul>

**Treatment Placement**  
The mailpiece can incorporate one or more of the treatments (or any combination) on the outside of the envelope, on the actual mailpiece or both (blow in cards, inserts, order forms or reply envelopes are not eligible).

**2 Promotion Process at a Glance** See Promotion Details Section 1B for more details

- 1 Get pre-approval of mailpiece from USPS\***
- 2 Register for Tactile, Sensory, Interactive Promotion**
- 3 Prepare and Submit Postage Statements Electronically**
- 4 Send Your Mailing**

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Learn the key steps in the process for each promotion.

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2022 PERSONALIZED COLOR TRANSPROMO PROMOTION

## PROMOTION DETAILS

3% DISCOUNT

**Full Color marketing and consumer messaging**

Bring the magic to marketing messaging and account data through the use of color

**Requirements for All Participants**

**Must Include**

Eligible mailpieces must include a full color marketing message or visualization of account data in two or more colors not including black, white, or grayscale.

Examples of marketing or consumer messages include:

- Rewards, Incentive, or Loyalty Programs**  
Example: ABC Credit Cards offers 5% and 10% cash back to customers who spend at least \$5,000 and \$10,000 during the month of May
- Renewal Offers**  
Example: ABC Credit Cards has a concierge service that card members can subscribe to. They're offering one month free to lapsed members who rejoin.
- Coupons**  
Example: ABC Credit Cards is offering 10% off all international flights for certain card holder members.

Example of visualizations displaying account data include:

- Data Visualizations**  
Example: ABC Credit Cards includes bar graphs with bills to show how much customers have spent each month.

**Required Message Placement**

The marketing message or data visualization must be printed on the bill/statement itself as an "Onset," which is printed in-stream, within the content of the bill or statement. (This differs from an insert, which is included inside of an envelope).

**Non-Eligible Consumer Messaging**

- Content that promotes or suggests mail diversion like "going paperless" or "switching to online billing"
  - Bill can contain paperless messaging, but it cannot be more prominent than the marketing/consumer messaging
- Any messaging on the outside of the envelope
- Use of color in logo or other parts of the bill without marketing/consumer messages
- Pre-printed color stationery/paper with general graphics or text
- Color in routine messaging such as payment status, amount due, or contact information

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Dig into the details about getting your mailing right and earning your discount or credit.

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2022 EMERGING AND ADVANCED TECHNOLOGY PROMOTION

# MAILING SUBMISSION AND ACCEPTANCE

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.

**MI** Mobile Shopping (2% Discount)

**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](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.

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Find out about promotion registration, mailing submission, and mailing acceptance requirements.



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2022 EARNED VALUE PROMOTION  
**SUPPORT**

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Further questions can be directed to the Promotions Office.

**EMAIL**  
EarnedValue@usps.gov

**MAIL**  
US Postal Service®  
Attn: Earned Value Promotion  
PO BOX 23282  
Washington, DC 20026-3282

Links to webinars, FAQs and other promotion resources can be found on the PostalPro™ website at: <https://postalpro.usps.com/promotions>

**MID and STID Verification**  
To verify that you are using the correct MID(s) and STID(s), contact the Mailpiece Design Analyst (MDA) at either 855-593-6093 or [mda@usps.gov](mailto:mda@usps.gov). You will need to email a PDF of each of your reply pieces requesting verification of the MID and STID.

**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](mailto: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.

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Have question or need help? Find out the best ways to get in touch with the Promotions Office.



# OVERVIEW

With the Earned Value Promotion, mailers earn a \$0.02 per mailpiece credit by using Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail to let their customers engage easily and efficiently.

Then, they can apply those credits to future mailings using presort and automation First Class Mail® and USPS Marketing Mail®.



**EARNED  
VALUE**

## CREDIT AMOUNT

**\$0.02**

Credit per Mailpiece

## REGISTRATION PERIOD

Feb 15, 2022

–

Mar 31, 2022

## PROMOTION PERIOD

Apr 1, 2022

–

Jun 30, 2022

## EARN CREDITS ON:

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

## REDEEM CREDITS ON:

- First-Class Mail® Presort and Automation cards, letters and flats
- USPS Marketing Mail™ letters and flats

# PROMOTION TIMELINE



The Earned Value Promotion consists of four different components:

- Registration Period
- Promotion Period
- Agreement Period
- Credit Redemption Period

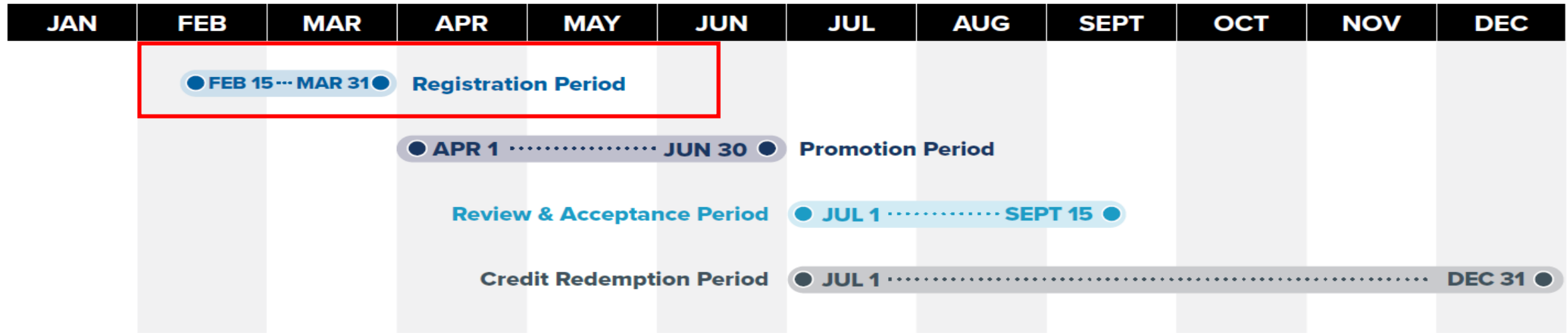
# REGISTRATION PERIOD



**Register for the Earned Value Promotion**



# REGISTRATION PERIOD – FEBRUARY 15 TO MARCH 31



## Registration Period

- Enrollment ends on March 31, 2022
- Enroll in the Promotion on the Business Customer Gateway
- Identify participating CRIDs
- Ensure to enroll proper MIDs which will be encoded on reply piece IMBs
- Select and enroll the permit where credits will be applied to future eligible mailings

## Eligible Permit Types

- Permit Imprint (PI)
- Meter Permit Account
- OMAS Imprint
- OMAS Meter
- Precancelled

# Mailpiece Sample



8300 NE UNDERGROUND DR PILLAR 210  
KANSAS CITY MO 64144-0001

OFFICIAL BUSINESS  
PENALTY FOR PRIVATE USE \$300



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 73026 WASHINGTON DC

POSTAGE WILL BE PAID BY U.S. POSTAL SERVICE

  
STAMP FULFILLMENT SERVICES  
P O BOX 7247  
PHILADELPHIA PA 19101-7097

# INTELLIGENT MAIL BARCODE (IMb)



1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID		Service Type ID (STID)			6-digit Mailer ID (MID)						9-digit Serial Number									Routing Code (i.e. Delivery Point Code)										

All IMBs must be properly encoded. For reply pieces to be properly counted towards earning credits, they must have an IMb with the following elements:

## Mailer Identifier (MID)

A 6- or 9-digit numeric code the USPS assigns to a Mail Owner or Mail Service Provider. The MID used must be the same you enroll with for your pieces to be counted for this promotion.

## Service Type Identifier (STID)

The STID determines whether your mailing is eligible for this promotion. It must pertain to the type of reply piece being sent out.

## Mailpiece Design Analyst (MDA)

To verify your IMb is eligible, you can contact an MDA at 855-593-6093 or [mda@usps.gov](mailto:mda@usps.gov)

# SERVICE TYPE IDENTIFIERS



Eligible STIDs	Ineligible STIDs
708 – BRM	051
032 – BRM	701
052 – BRM	777
072 – BRM	778
703 – CRM	779
030 – CRM	700
050 – CRM	
070 – CRM	
733 – Share Mail	
734 – Share Mail	



# HOW TO ENROLL



**Follow this guide to enroll in Earned Value**

# LOG IN TO THE GATEWAY



**PROMOTIONS  
ENROLLMENT**

 **BUSINESS CUSTOMER GATEWAY**

**Mailing Services** Shipping Services HCR Services Additional Services

**Welcome, Carl Boettner**

- Login to the Business Customer Gateway (BCG):  
<https://gateway.usps.com/>
- Sign in or sign up for an account if you do not already have one
- Once you are logged in, select Mailing Services

# NAVIGATING TO PROMOTIONS



## PROMOTIONS ENROLLMENT

+ Every Door Direct Mail [more info >](#)

Go to Service

+ Incentive Programs [more info >](#)

Go to Service

- On the **Mailing Services page**, locate Incentive Programs
- Click “Go To Service”

# SELECT EARNED VALUE 2022



## PROMOTIONS ENROLLMENT

### Welcome

#### Welcome

[Manage Electronic Samples](#)

Click [here](#) to view or change your business location. Programs for which you are enrolled in or eligible to enroll in will be displayed upon selecting a location.

Your current location CRID is : 94879577  
Carl's CAT Company

### Reports

Click the incentive name to get more information or to begin enrollment.

[2019 EV DEC 03](#)

Short

[2019 EV DEC 04](#)

Short

- Ensure your CRID and location is correct
- View the list of incentives and select Earned Value 2022



# COMPLETE ENROLLMENT TASKS



## PROMOTIONS ENROLLMENT

A screenshot of the United States Postal Service website showing the enrollment status for the Emerging and Advanced Technology Promotion. The page title is "Emerging and Advanced Technology Promotion" and the enrollment status is "IN PROGRESS". A "Back to Incentives Home" link is visible in the top right. The page is divided into a left sidebar and a main content area. The sidebar contains a "Program Summary" section with a sub-section "Alternate Primary Contact Information" marked as "Complete" (highlighted with a red box). Below this are sections for "Locations", "Payment Accounts", and "Certification", all marked as "Incomplete". The main content area has a heading "Emerging and Advanced Technology Promotion Overview" and a sub-heading "Please complete all of the steps below to enroll". Below this is a list of "Enrollment Steps": "Alternate Primary Contact Information" (marked "Complete" with a red box), "Locations" (marked "Incomplete"), "Payment Accounts" (marked "Incomplete"), and "Certification" (marked "Incomplete"). A "Show Additional Information" link is at the bottom of the list.

- Once you have selected Earned Value, complete all tasks will
- At the end of each section, **be sure to select "I agree"** to finalize
- Complete each section until you see "Complete" below them



# PROMOTIONS ENROLLMENT

## SELECT CRIDs

Locations

	MID User CRID Company Name	MID User CRID ?	Enrollment Method	MID Owner CRID ?	MID Owner CRID Company Name	Enrollment Date	Multi User	Multi User Names	Status	MSP Designation
<input type="radio"/>	POSTAL ONE HELPDESK	5502060	Online			02/15/2019	No		Linked	YES

**\*Ensure you have selected the proper Mailing Locations by CRID\***



**PROMOTIONS  
ENROLLMENT**

# SELECT MIDs

MIDs

Showing 1 - 4 of 4

MID	CRID	Address	City	State	ZIP Code	Link Status	Multi User	Multi User Names	Tracking Request Date	Product Type	Piece Record
902124820	5502060	4605 HICKORY HILL RD STE 101	MEMPHIS	TN	38141-6971	Linked	No				<a href="#">Create</a>
901324935	5502060	4605 HICKORY HILL RD STE 101	MEMPHIS	TN	38141-6971	Linked	No				<a href="#">Create</a>

**\*Ensure you have selected the proper MIDs for your reply pieces\***



# PROMOTIONS ENROLLMENT

# SELECT PERMIT(S)

Payment Accounts

	CRID ?	Permit Account Number	Permit Type	Permit Number	Shipping Products Permit ?	Permit ZIP	Finance Number	Status	Percentage	Multi User Names
<input type="radio"/>	5502060	2576475	PI	285	No	202600846	661204	Not Linked	80	
<input type="radio"/>	5502060	2599453	PI	3279	No	202600846	661204	Not Linked	20	

### Selecting your OWN permit

- Select the permit for future eligible mailings
- Allocate the percentage of credits you would like on each permit

### Selecting an MSP permit

- Conduct a “Custom MSP Permit Search”
- Search by Permit Number, Permit Type, MSP City, and MSP State
- Select the permit for future mailings



# CHECK ENROLLMENT

Enrollment Status: **ENROLLED**

- Confirm that every section is marked as “Complete”
- Your enrollment status at the top of the screen will say “Enrolled”
- Email confirmation will be sent



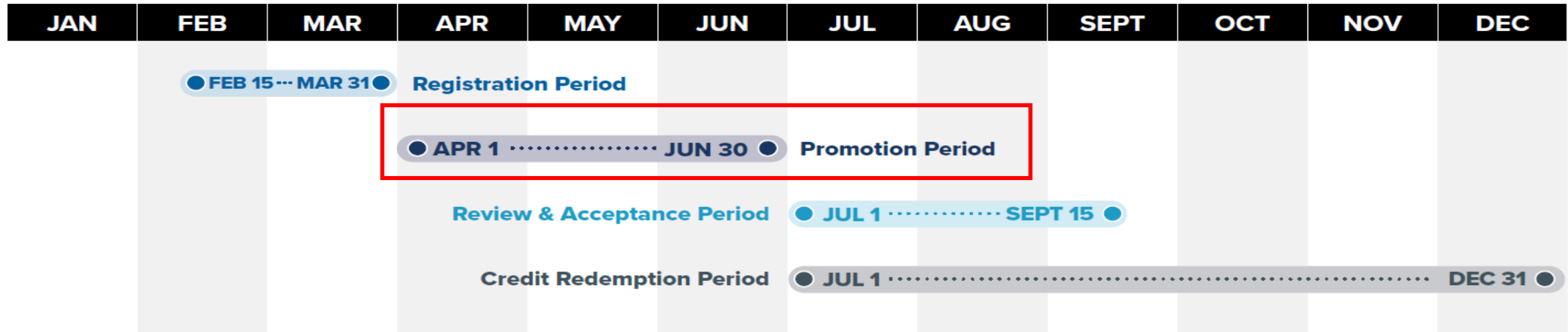
**PROMOTIONS  
ENROLLMENT**

# PROMOTION PERIOD



**Monitor Promotion activity as you earn credits**

# PROMOTION PERIOD – APRIL 1 TO JUNE 30



## Promotion Period

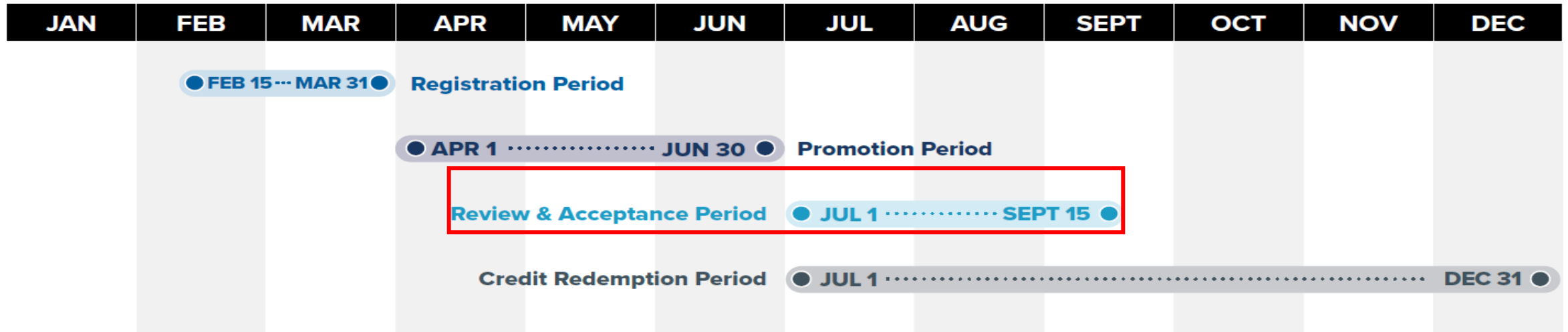
- Enrolled BRM, CRM, and Share Mail pieces are scanned and counted at the CRID level during this time period
- Monitor Promotion activity within the Activity Report on Program Registration
  - Scans may fluctuate on a day-to-day basis
- **Contact the Program Office if you believe your piece counts are inaccurate**
  - *If a MID is incorrect, it must be changed during this timeframe*

# REVIEW & ACCEPTANCE PERIOD



**Agree to your credits to make them available**

# REVIEW AND ACCEPTANCE PERIOD – JULY 1 TO SEPTEMBER 15



## Credit Review & Acceptance Period

- Credits must be agreed to by September 15, 2022 to use them on mailings, or they will expire
- During this time, participants agree to credits in the Program Registration system
  - If BRM piece counts appear incorrect contact the Program Office

# BRM CREDIT REVIEW REQUEST



## If BRM counts appear inaccurate, complete the following:

- Contact the Program Office
- Provide the MIDs for the BRM pieces in question
- Provide the number of BRM pieces your records indicate with documentation
  - BRM invoice
  - Other reports from PostalOne!
- Include a PDF sample of the BRM piece showing the IMb



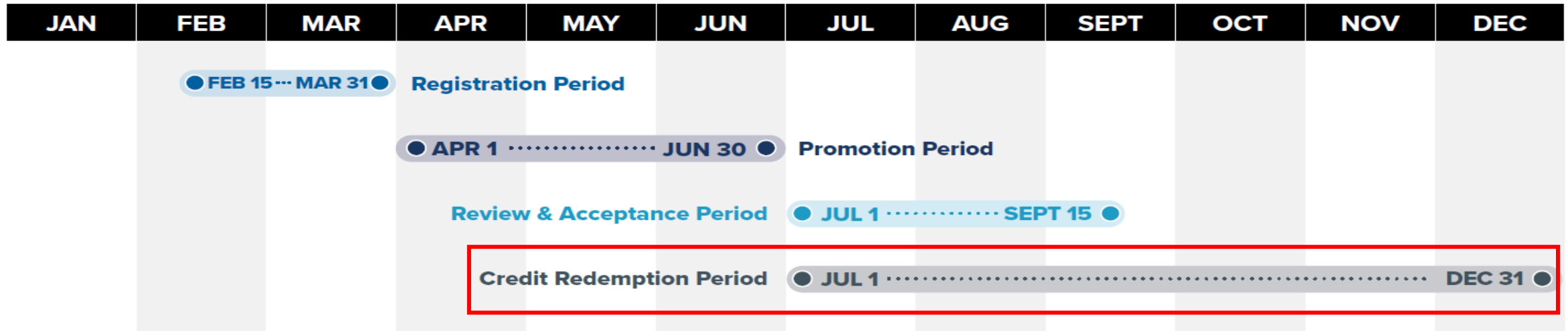


# CREDIT REDEMPTION PERIOD



**Utilize the credits you have earned**

# CREDIT REDEMPTION PERIOD – JULY 1 TO DECEMBER 31



## Credit Redemption Period

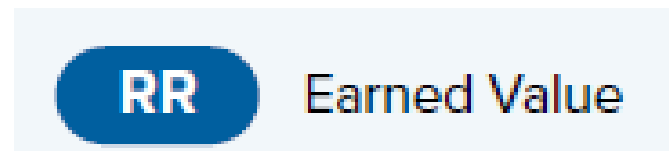
- Credits earned during the Promotion Period can be applied to:
  - Marketing Mail letters and Flats
  - Presort and Automation First-Class Mail
- **Credits must be applied by the end of December 31, 2022, or they will expire**

# HOW TO REDEEM CREDITS



## Credit Redemption

- Submit your mailing electronically with:
  - Postal Wizard
  - Mail.dat
  - Mail.XML
- Utilize incentive code RR in the Component Characteristics Record (CCR) field or in the Postal Wizard dropdown



- Mailing must be for an eligible product and on the enrolled permit
  - USPS First-Class Mail® Presort and Automation cards, letters and flats
  - USPS Marketing Mail® letters and flats
  - USPS Marketing Mail® Nonprofit letters and flats

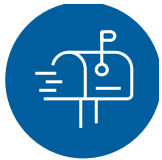
# SUPPORT

Further questions can be directed to the Promotions Office.



## Email

[EarnedValue@usps.gov](mailto:EarnedValue@usps.gov)



## Technical Support

Mailing & Shipping Solutions Center (MSSC)

PostalOne! Helpdesk

MSSC@USPS.gov

1-877-672-0007

## Resources

<https://postalpro.usps.com/promotions/2022-earned-value-requirements>

## 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.



# QUESTIONS



**THANK YOU!**