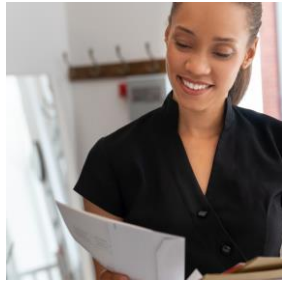


2023

# USPS MAILING PROMOTIONS

*Promoting Innovation,  
Strengthening the Value of Mail*





# 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.

# 2023 USPS New Solutions Team



**Heather Lewis**



**Laura Ambrogio**  
Mailing Promotions Portal



**Al Gilbert**  
Tactile, Emerging Tech,  
Retargeting



**Jacob Mason**  
PostalPro™



**Carl Boettner**  
Tactile, Reply Mail IMbA



**Ezana Dessie**  
Tactile, Informed Delivery



**Darrin Bell**  
Personalized Color  
Transpromo

**EMERGING AND  
ADVANCED  
TECHNOLOGY**

*(now includes Mobile Shopping)*



**PERSONALIZED  
COLOR  
TRANSPROMO**



**USPS MAILING  
PROMOTIONS  
2023**



**NEW**

**RETARGETING**



**NEW**

**REPLY MAIL  
IMbA™**







**INFORMED  
DELIVERY®**

















**TACTILE,  
SENSORY,  
INTERACTIVE**



# 2023 PROMOTIONS CALENDAR

 USPS Marketing Mail® and First-Class® Mail Products
 First-Class® Mail Service
 Registration Period
 Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
<b>TACTILE, SENSORY, AND INTERACTIVE</b>		 JAN 9	 FEB 1					JUL 31					
<b>PERSONALIZED COLOR TRANSPROMO</b>		 JAN 9	 FEB 1					JUL 31					
<b>EMERGING AND ADVANCED TECHNOLOGY</b> <small>(now includes Mobile Shopping)</small>				 MAR 15		 MAY 1						NOV 30	
<b>REPLY MAIL IMbA™</b> 						 MAY 15		 JUL 1					DEC 31
<b>INFORMED DELIVERY®</b>							 JUN 15		 AUG 1				DEC 31
<b>RETARGETING</b> 								 JUL 15		 SEPT 1		NOV 30	

# 2023 PROMOTIONS WHAT'S NEW

## TACTILE, SENSORY, INTERACTIVE

- Discount: Increase
- New eligibility: Scent on the outside of the envelope



DISCOUNT: 5%

## PERSONALIZED COLOR TRANSPROMO

- Timeframe: Moved from Jul – Dec to Feb – Jul
- Eligibility: Add CRM/BRM inclusion incentive
- Discount: Add tier for reply mail inclusion



DISCOUNT: 3% OR 4%

## EMERGING AND ADVANCED TECHNOLOGY

- Combined promotions to include Mobile Shopping
- Timeframe: Increase to 7 mos. (May – Nov)
- Discount: Increase tier pricing

DISCOUNT: 3% OR 4%



NEW

## REPLY MAIL IMbA™

- Encourage reply mail customers to adopt IMbA™ static or serialized barcodes.

DISCOUNT: 3% OR 6%



## INFORMED DELIVERY®

- Incentive for eDoc submitters

Discount Mailers: 4%

eDoc Submitter: 0.5%



NEW

## RETARGETING

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

DISCOUNT: 5%



2023

# PERSONALIZED COLOR TRANSPROMO

Brighten Up Your Mail.



## PERSONALIZED COLOR TRANSPROMO

# 2023 OVERVIEW

Encourage marketers, advertisers, and mailers to incorporate color, dynamic variable print, and personalization into marketing messages. Participants must include a full color marketing message, transpromotional message, and/or visualization of account data in two or more colors not including black, white, or grayscale. Add a reply mechanism to further engage with customers and earn an additional discount.



**3% DISCOUNT**

- Personalized Color Transpromo Promotion

**4% DISCOUNT**



With Reply Mechanism

**REGISTRATION PERIOD**

Jan 9, 2023 – Jul 31, 2023

**PROMOTION PERIOD**

Feb 1, 2023 – Jul 31, 2023

### ELIGIBLE MAIL:

- First-Class Mail® presort and automation letters
- Bills, statements, 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®))



# PERSONALIZED COLOR TRANSPROMO



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

**No  
“Mail Diversion”**  
There is no prominent,  
color message promoting  
going paperless



**Insert**  
Message is within  
the content of the  
bill/statement

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

**2023**

# **TACTILE, SENSORY, INTERACTIVE**

**Enhance how consumers interact  
and engage with mail.**



## TACTILE, SENSORY, INTERACTIVE

# 2023 OVERVIEW

The Tactile, Sensory & Interactive (TSI) Promotion leverages the technological advances within the print industry 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

Jan 9, 2023 – Jul 31, 2023

PROMOTION PERIOD

Feb 1, 2023 – Jul 31, 2023

### ELIGIBLE MAIL:

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



# 2023 ELIGIBILITY

Three eligibility categories provide the opportunity to create memorable TSI mailpieces that spur recipients to action. Popular techniques for each category include but are not limited to the following:



## SENSORY TREATMENTS

- Scent
- Texture
- Embossing
- Various varnishes and finishes



## INTERACTIVE ELEMENTS

- Clean Release Cards
- Complex folds
- 3-D elements



## SPECIALTY INKS

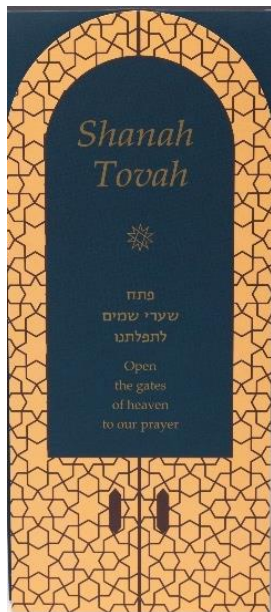
- Metallic Ink
- Thermochromics (temperature influenced)

**TACTILE,  
SENSORY,  
INTERACTIVE**





# TACTILE, SENSORY, INTERACTIVE



**2023**

# **EMERGING AND ADVANCED TECHNOLOGY**

(now includes Mobile Shopping)

**Hear the engine rev, walk through your next  
home, or ask a question...with mail.**



## EMERGING AND ADVANCED TECHNOLOGY

# 2023 OVERVIEW

Encourage mailers to send mail experiences that excite customers by connecting mailpieces with the latest 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.



### 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

Mar 15, 2023 – Nov 30, 2023

### PROMOTION PERIOD

May 1, 2023 – Nov 30, 2023

### ELIGIBLE MAIL:

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

## EMERGING AND ADVANCED TECHNOLOGY



**Eight ways to create a new mail experience. All come with a discount.**  
New for 2023 are two discount levels earned by incorporating different technologies into your direct mailings. See what discount will be applied to each qualifying technology below.

### 3% 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

NEW



**Mobile Shopping**  
make your direct mail a  
catalyst for consumer  
purchases

### 4% DISCOUNT

### ENHANCED EMERGING TECHNOLOGIES



**Advanced Integration  
with Voice Assistant**  
guide an experience through  
advanced voice commands



**Video in Print  
Technology**  
create a mailable 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





# MOBILE SHOPPING



Integrate mobile technologies for convenient, seamless online shopping experiences

## MUST INCLUDE

- A mobile print technology that when scanned on a mobile device or activated by voice command leads to a mobile-optimized website where customers can complete a purchase
- Directional copy

## NOT ELIGIBLE

- Making payment online for prior purchases or recurring services
- Downloading a deal or coupon



2023

# REPLY MAIL IMbA™

Streamline your reply mail  
processes with Intelligent Mail®  
Barcode Accounting.

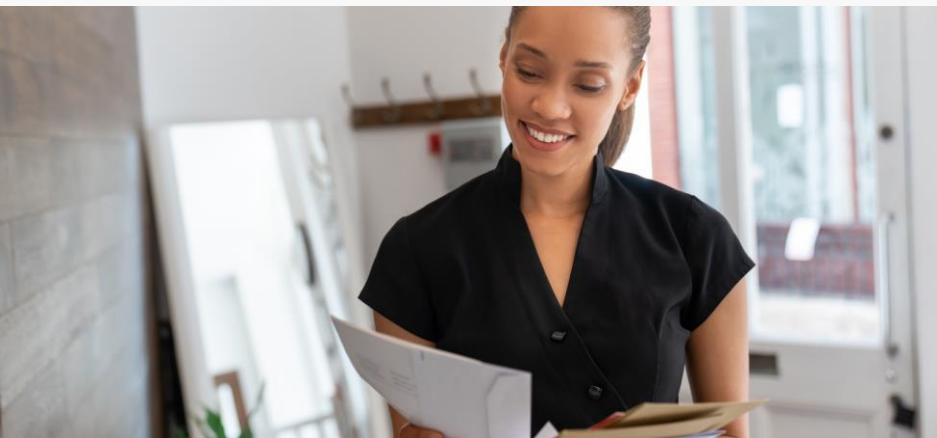


REPLY MAIL IMbA™

# 2023 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, 2023 – Dec 31, 2023

PROMOTION PERIOD

Jul 1, 2023 – Dec 31, 2023

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#### ELIGIBLE MAIL:

- Qualified Business Reply Mail™ only (QBRM™)

# 2023 ELIGIBILITY



## MUST INCLUDE

- A QBRM™ permit
- QBRM™ artwork approved by Mailpiece Design Analyst review
- QBRM™ permit linked to their Enterprise Payment Account (EPA)
- Contact the Mailing & Shipping Solutions Center (MSSC) to enroll their permit in IMbA™

**REPLY MAIL**  
**IMbA™**

2023

# INFORMED DELIVERY®

Invite your customers to engage with  
your mail campaign through previewed,  
interactive digital images.



**INFORMED DELIVERY®**

# 2023 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**

- Representative Image

**0.5% INCENTIVE**

- eDoc Postage Statement Submitter

**REGISTRATION PERIOD**

Jun 15, 2023 – Dec 31, 2023

**PROMOTION PERIOD**

Aug 1, 2023 – Dec 31, 2023

## ELIGIBLE MAIL:

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

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

# 2023 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



INFORMED  
DELIVERY®



2023

# RETARGETING

Send out personalized postcards to recent website or app visitors that didn't convert.





# USPS PROMOTIONS PROGRAMS AND RESOURCES



**PERSONALIZED  
COLOR  
TRANS PROMO**

**LEARN MORE**



**TACTILE,  
SENSORY,  
INTERACTIVE**

**LEARN MORE**



**EMERGING AND  
ADVANCED  
TECHNOLOGY**

**LEARN MORE**



**REPLY MAIL  
IMbA™**

**LEARN MORE**



**INFORMED  
DELIVERY®**

**LEARN MORE**



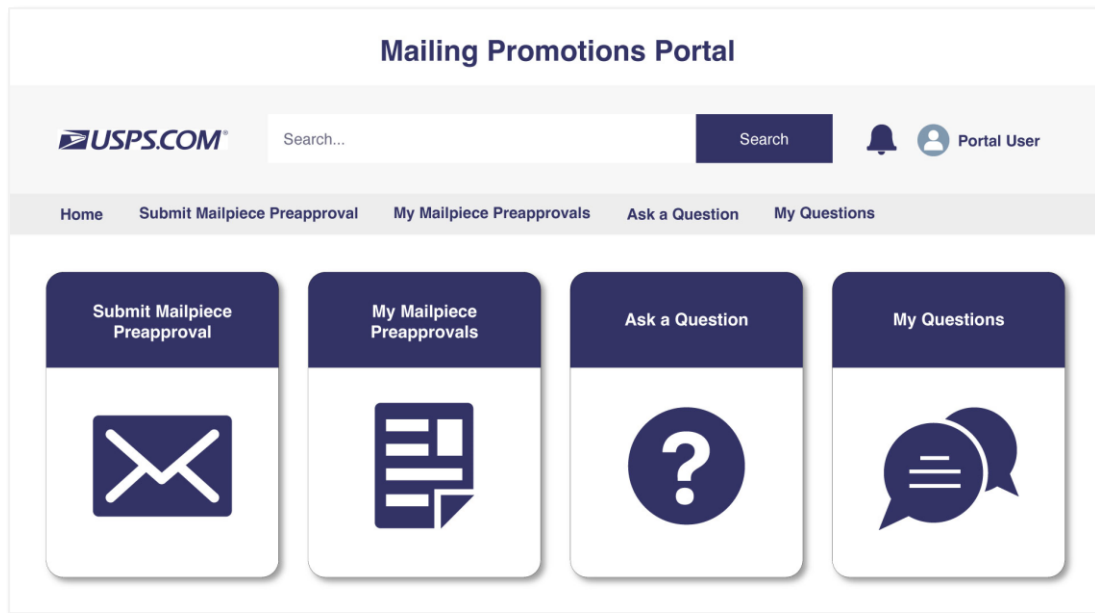
**RETARGETING**

**LEARN MORE**

# MAILING PROMOTIONS PORTAL SUBMISSION PROCESS

1

Submit Mailpiece  
Preapproval in Mailing  
Promotions Portal



---

# MAILING PROMOTIONS PORTAL SUBMISSION PROCESS

---

**1** Submit Mailpiece  
Preapproval in Mailing  
Promotions Portal

---

**2** Choose appropriate  
promotion from picklist

---

## Mailpiece Preapproval Form

\*Promotion Type

Personalized Color Transpromo Promotion



Next

# 3

## Complete Mailpiece Preapproval form

### Mailpiece Preapproval Form

\*Mailpiece Title

USPS PCT

\*Is this your first time participating in the Personalized Color Transpromo Promotion?

--None--

\*Mail Owner

USPS PCT

\*Mail Service Provider 

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 guidance and knowledge article for your request](#)

Previous

Next

---

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

---

**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



# 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](https://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](https://postalpro.usps.com/promotions/how-to-enroll)

For instructions on accessing the **Mailing Promotions Portal**, visit:

[postalpro.usps.com/promotions/portal](https://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](https://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](mailto: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](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.*

