

2017 USPS PROMOTIONS Greater Cleveland PCC



PANELISTS: MANDY GEBBIE-CLAYTON – MIDWEST DIRECT
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2017 USPS Promotions

Six promotions in 2017

Incentive programs to earn additional postage discounts or rebates

Pre-enrollment required with samples submitted for approval





NOV – DEC 2016

JAN – FEB - MARCH

APRIL – MAY - JUNE

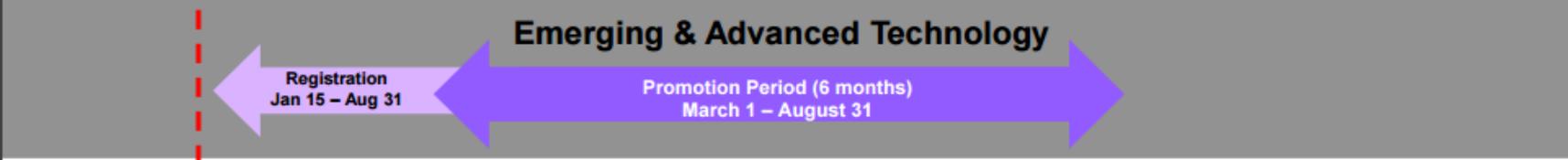
JULY – AUG - SEPT

OCT – NOV - DEC

FIRST-CLASS MAIL



STANDARD AND FIRST-CLASS MAIL



STANDARD MAIL



Earned Value Promotion

Jan. 1 – June 30

Mailers utilizing Reply Mail

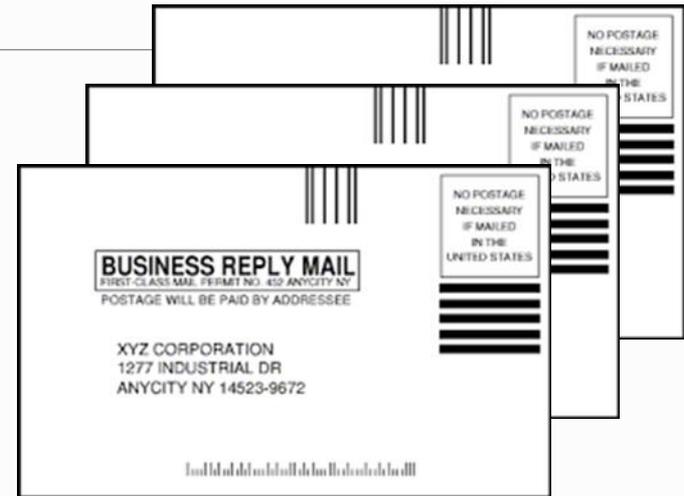
\$.05 credit per qualifying BRM/CRM returned mail pieces ~ credit applied to future mailings

Unfortunately, the registration period for this rebate promotion expired Dec. 31st.



Earned Value Promotion

- Costs nothing
- Zero effort
- Free postage
- 2016 – rebate was approximately \$30,000



Mobile Shopping Promo

August 1 – December 31

Highlight the connection between the mailpiece and digital shopping experience

Mobile-optimized online shopping

2% of eligible postage

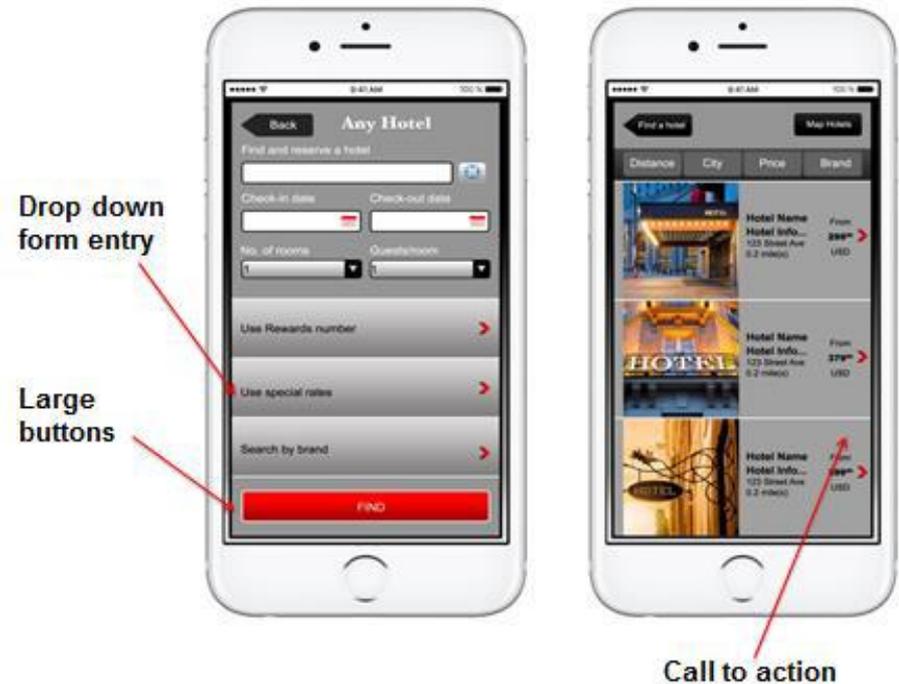
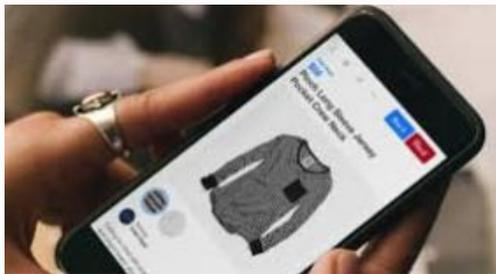
Standard & Non-profit letters and flats



Mobile Shopping Promo

Directional Copy and Mobile Optimization are requirements to qualify for the promotion.

Directional Copy is print near the technology that informs the customer to “Scan Here”, “Scan for special offer”, etc.



Mobile Shopping Promo

**Non Mobile Optimized Sites
Do not qualify for the promotion**

Large block
of text, no
headers

Requires
scrolling



Mobile Shopping Promo

- Costs nothing
- Minimal effort
- Benefit - 2% discount before mailing
- 2016 – discount totaled \$147,000



Tactile, Sensory & Interactive Mailpiece Engagement

February 1 – July 31

Incorporate a “multi-sensory experience” into mailpiece

Use of specialty inks, sensory elements, textural papers, or other dimensional interactive elements

Sound, scent, texture, dimension

2% of eligible postage

Standard and Non-profit



Tactile, Sensory & Interactive Mailpiece Engagement

Inks May Include: *Conductive Inks, Leuco Dyes, Hydrochromics, and Photochromics*

Textural: paper surfaces may be coated, laminated, or made of unique materials (ex: “turf” paper, sandpaper, velvet finish, fuzzy touch, etc)

- Scented: paper infused with scent (ex: catnip, fresh bread)
- Sound: paper that incorporates sound chip/speakers (ex: car sound)
- Visual: special effects with filters, holographics, lenticular

Interactive Mailpieces: 3-Dimensional, pop-ups, infinite folding, etc.



Tactile, Sensory & Interactive Mailpiece Engagement

- Cost <\$1,000
- < 8 hours of design effort
- Monetary benefit – broke even
- Response rate did not change

Personalized Color Transpromo

July 1 – December 31

Marketing messages that use **color**,
dynamic variable print and personalized
messaging

Focus on bill & statement mailers

2% of eligible postage

First-Class letters, utilizing IMB Full-
Service

Meembophone 2204 Farm Meadow Drive
Nashville, TN 37211
931-249-1331

Hello Joe!
This is your bill

BILL # 4923879
06/12/2010

Joe S. Cooper
2403 Parkway Drive
Nogales, AZ 85621

Customer ID Number: 43546
Issue date: 06/12/2010
Due date: 06/27/2010

TOTAL: \$138.00

Summary of contracted services

Family Pack 24hr

- DSL 20Mb 24 hr
- Digital TV Premium HD (120 channels)
- Home Phone. Unlimited local, regional and long distance

Mobile Phone Standard Plan

- 400 min + 200 text messages

Total Monthly Charges - History

Month	Amount
March	150
April	100
May	100
June	100

Monthly charges

Concept	Date	Amount
Family Pack 24hr	11/06/2010 - 12/06/2010	\$99.00
Mobile Phone Standard Plan	11/06/2010 - 12/06/2010	\$39.00

TOTAL: \$138.00

Please, make all checks payable to Meembophone.
The total must be paid within 15 days. The amounts due will have a service charge of 1% per month.

Joe,
get in touch with your friends and share
your music, your favorite videos, your games...

**MeemboPlan
Internet** only \$49.99

Meembophone

Exclusive deal at www.meembophone.com

2016 Personalized Color Transpromo Promotion Best Practices

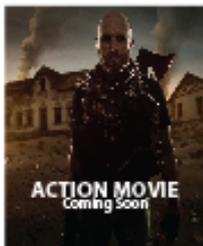
 Any Credit Card Company

This Month's Statement

New Balance.....\$4,629.84
Current Payment Due.....\$25.00
Payment Due Date.....4/01/16

Hi, **Jane Doe!**

Based on your transactions, you went to FRUGAL CINEMAS once and you subscribed to Netflix. Here are some new films this month and a coupon for a free large popcorn at FRUGAL CINEMAS Gallery Place 14.



1 Bright colors to draw the reader in.

2 Personalized details that are unique to the reader.

3 Call-to-action

3
FREE LARGE POPCORN
Exp. 4/01
Only Available at
FRUGAL CINEMAS
Gallery Place 14

What Our Customers Say

"Our experience... with USPS Color Promotions has changed our behavior when creating marketing messages to include on our customer communications. It encouraged us to review stagnant creative.. (and) develop contemporary marketing offers that align and compliment our national advertising spots."

Representative of Fortune 500 Insurance Company

Acceptable sample mailpiece

Smith Submetering, Inc
c/o Pleasantville Townhomes
PO BOX 123456
Anytown, US 56789-1234
123-555-7777

Smith Submetering
.....

John Doe
123 Main Street
Anytown, US 12345

Your password for online bill pay is:
3456789

Unacceptable sample mailpiece

SERVICE ADDRESS		ACCOUNT NUMBER			BILL DATE	DUE DATE	
123 Main Street		010101			10/25/2013	11/19/2013	
DESCRIPTION	PREVIOUS	CURRENT	MULT	USAGE	U/M	RATE	AMOUNT
	9/1/2013	9/30/2013					
Previous Balance							\$64.17
Convenience Fee							\$1.00
Payment 09/28/13							(\$65.17)
Water/Sewer				1383.68	Gal		\$17.45
Electric				386.98	KWH		\$31.53
Gas				4.79	CCF		\$4.24
Trash				0.00	Fixed		\$4.50
Admin Fee				0.00	Fixed		\$8.46
						TOTAL DUE	\$66.18

Statement does not contain a dynamically printed promotional or consumer information message.

Color is only used in transactional fields.

THIS IS NOT A VALID PAYMENT COUPON
If you wish to make a payment and have lost your original bill, please contact SSI for a replacement.
Alternatively you may wish to use the online bill paying facility at
www.smithsubmetering.com
Your account number and password can be found above.

Personalized Color Transpromo

- Enrolled but did not participate
- Complex project
- Pilot cost \$15,000
- Saved millions



Emerging & Advanced Technology

March 1 – August 31

Integrate NFC technology, Video in Print, Augmented Reality, Virtual Reality or Digital to Direct experience triggered by their mail piece

2% of eligible postage

First-Class, Standard Mail and Non-profit cards, letters and flats



Direct Mail Starter



May 1 – July 31

First time Promo mailers to promote events and offers that incorporate print-mobile technology on up to 10,000 pieces

Mail tracking is included

5% of eligible postage

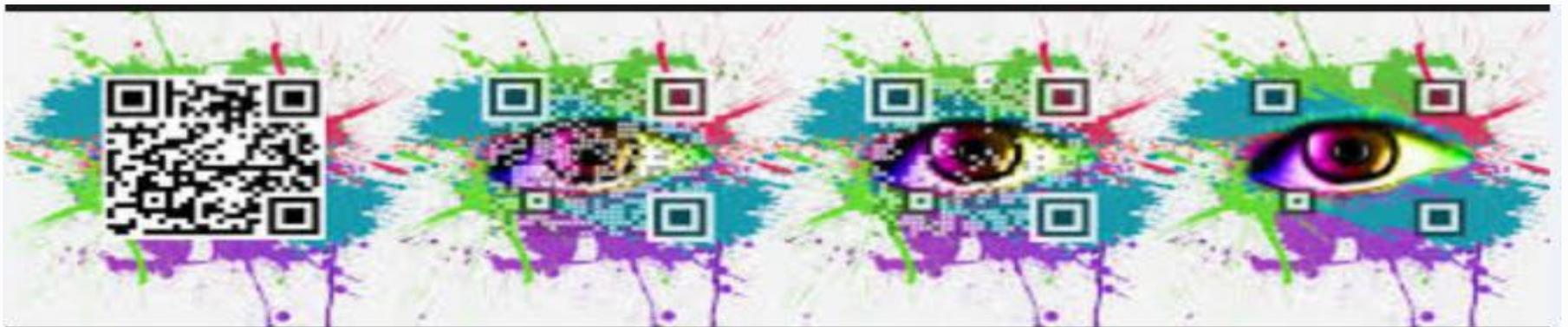


Standard and Non-profit letters and flats. ONE mailing.

Direct Mail Starter

Participation Option 1: QR Code and Print/Mobile Technology Requirement

All qualifying mail must contain a mobile barcode or other equivalent print/mobile technology that when scanned by a mobile device leads to a complete mobile optimized website.



Direct Mail Starter

Participation Option 2: Mail Scanning/Tracking Technology Requirement

This technology uses an automated mail tracking system that incorporates barcode scanning technology to track mailings through the USPS system. Contact the Program Office for review and approval.



Registration Process

Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- Must be part of a full service mailing

Mailpiece

- Must include at least one of the technologies* described in the Program Requirements

*Specific requirements require pre-approval as described in the Program Requirements

Discount

- Promotion discount is calculated in PostalOne!®
 - **Must be claimed at the time of mailing**

