



Together: Building a Better Association to Help our Members Grow!

Mail Innovations and 2014 USPS Promotions

January 21, 2014 | 3:30 – 4:30 p.m. ET

Presenter: Tom Foti, U.S. Postal Service

Please standby – the webinar will begin shortly.



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Mail Innovations and 2014 USPS Promotions

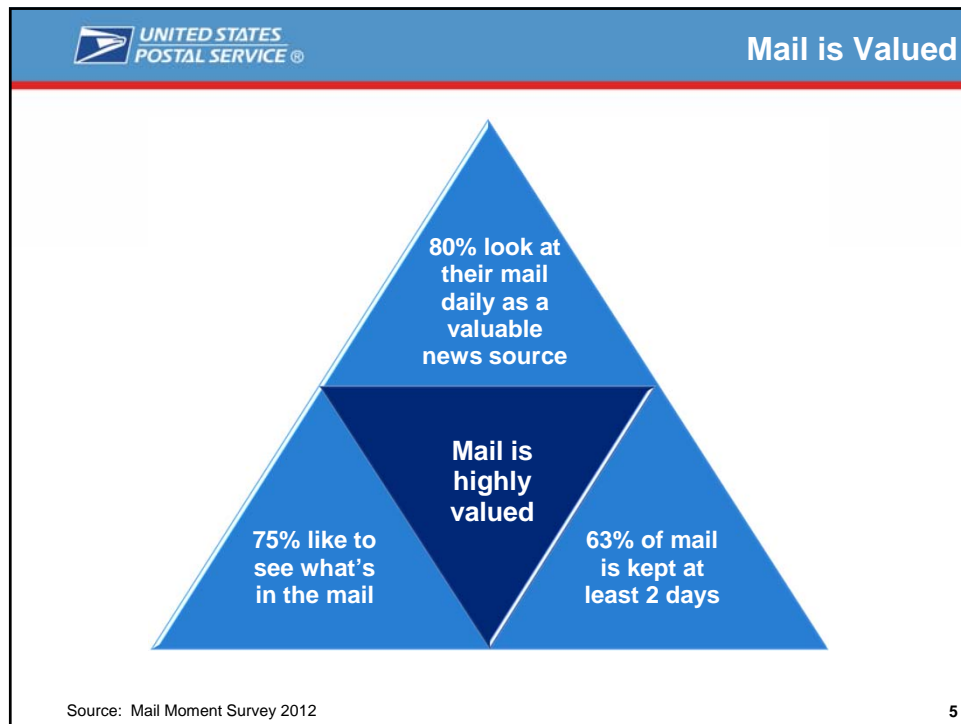
January 21, 2014

Tom Foti
Director, Mailing Services
New Products & Innovation



Agenda

- **The Value of Mail**
- **Future of Mail: Mail and Mobile Connections**
- **USPS Promotions**
- **Questions**



UNITED STATES POSTAL SERVICE® **Mail is Relevant**

Youth Attitudes

- 79% sort the mail at the first opportunity
- 72% would like to receive more personal mail
- 67% scan the mail looking for important/interesting mail

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Mail Connects with a “Mobile Society”

Changing Marketplace




- PC shipments expected to be down 15% in 2013
(IDC, Dec 2013)

Mobile Commerce on the Rise



- 1.8 billion smartphone and tablet sales predicted worldwide for 2013 (Gartner, Nov 2013)
- Mobile commerce sales expected to increase 68% in 2013, to nearly \$42 billion (eMarketer, Sept 2013)
- Purchases using smartphones or tablets on CyberMonday 2013 nearly doubled vs last year, with over 1/3 of all online sales being made on mobile devices (IBM, Dec 2013)
- By 2017, 77% of digital buyers in the U.S. will purchase via smartphone or tablet (eMarketer, Apr. 2013)

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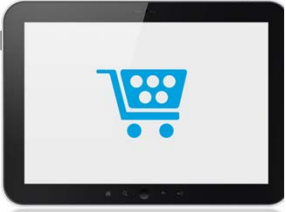
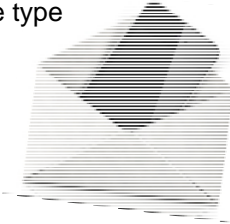


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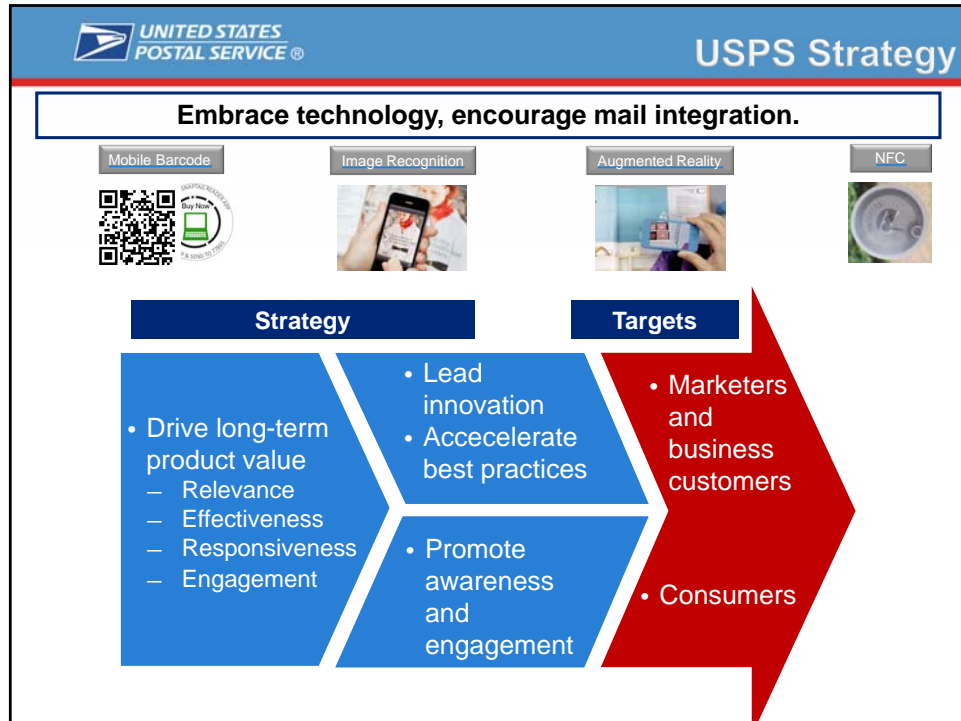
Mail as a Platform for Mobile Purchases

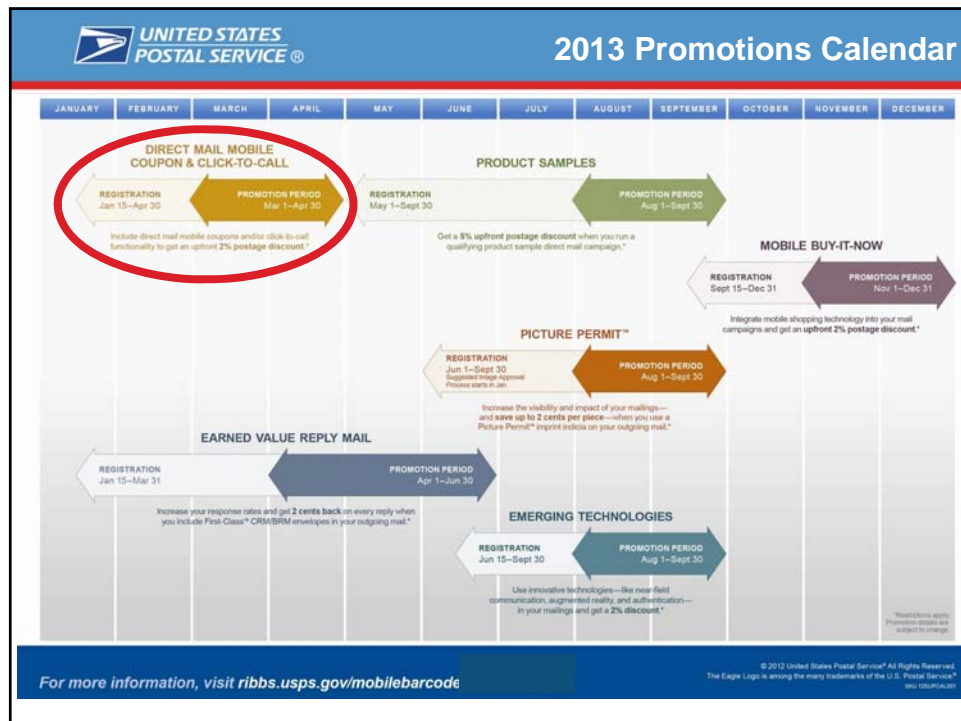
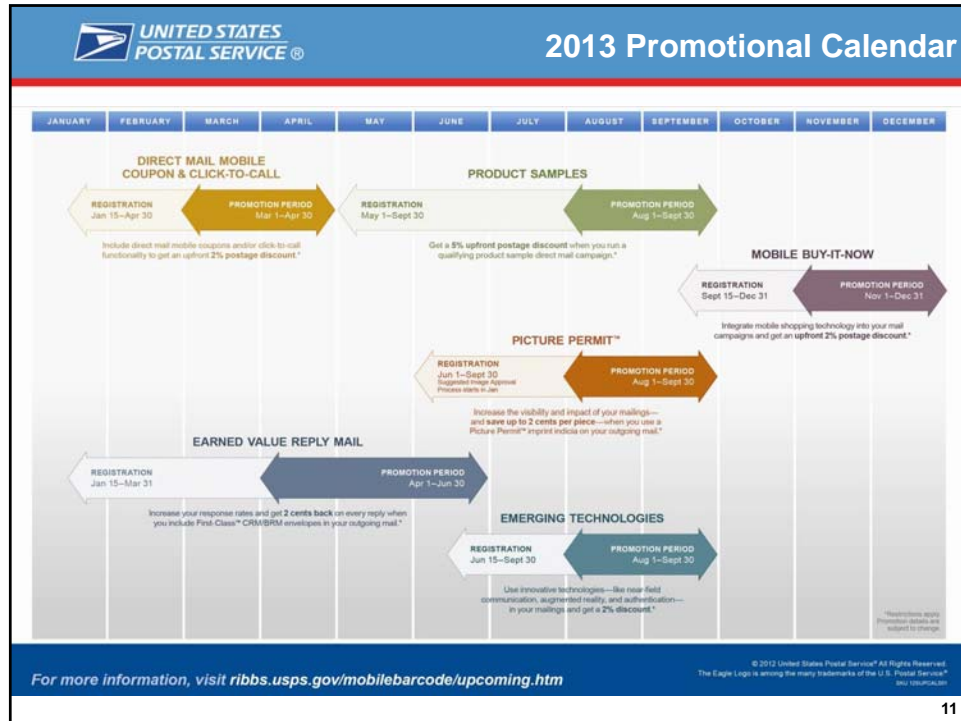
Mail and Mobile: An Optimum Connection

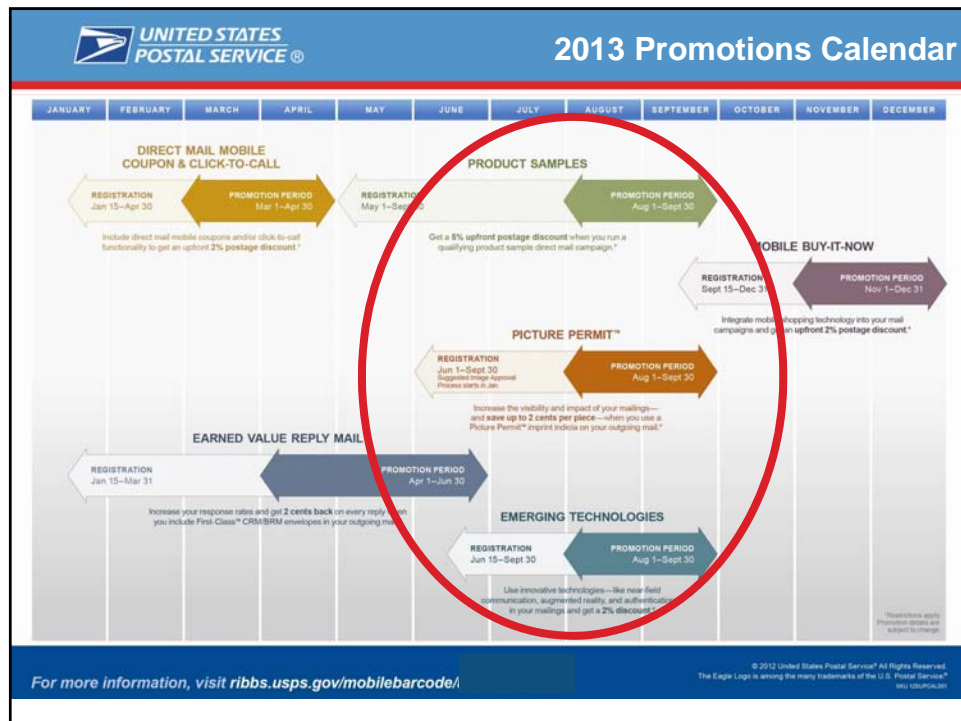
- Provides a ‘jumping off point’
- Ideally, customer lands on:
 - Mobile coupon
 - Mobile-optimized website
 - Responsive Web Site
 - dynamically adapt both its content and layout to fit a multi-screen world.
 - Tailor content to device type

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Mobile Buy It Now Promotion

- Mobile barcode or similar print technology takes consumer to mobile-optimized site for product purchase

Participating: Over 350 mailers

Total Volume: Over 2.5 B mailpieces
18% of Standard Mail
3% of First-Class Mail

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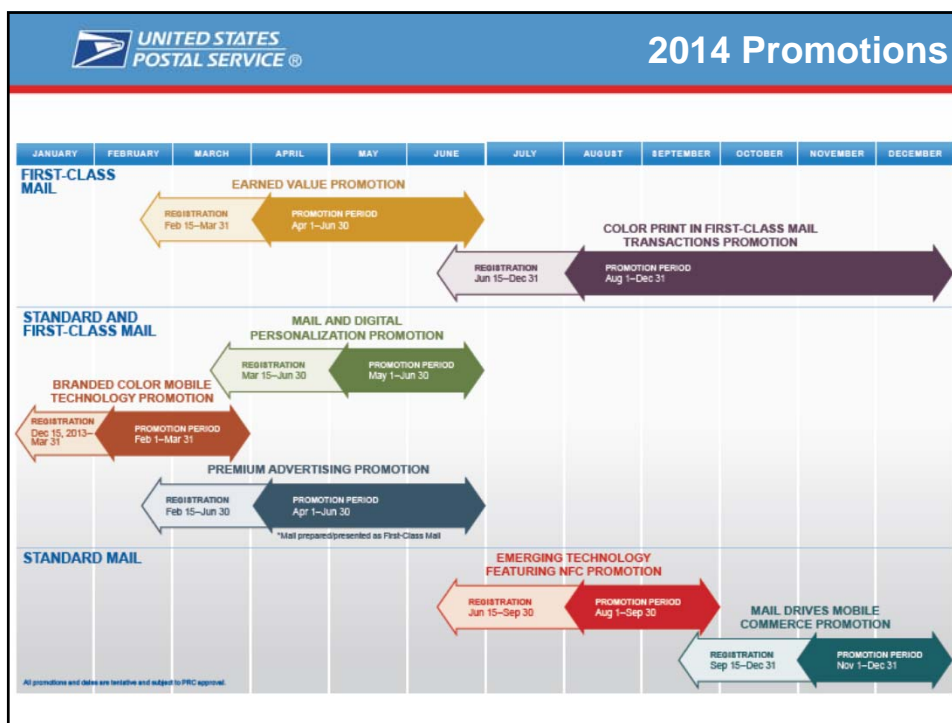


2014 Promotions




2014 Promotional Calendar

- **Mobile Technology Integration**
 - Build upon previous promotions and continue strategy to encourage mailers to integrate direct mail with mobile technology
- **Technology Drives Relevance**
 - Leverage the value of innovative direct mail techniques that are effective but less widely used
- **Leverage Value of First-Class Mail®**
 - Promotions intended to slow the declining volume trends and ensure reply mail and FCM advertising remain a relevant part of the FCM mix



UNITED STATES POSTAL SERVICE® **2014 Promotions**


Branded Color Mobile Technology



Scan here with your mobile device for more information.

- Registration** started December 15
- Promotion Period:** February – March, 2014
- Eligible Mail:**
 - Standard and Nonprofit Mail letters and flats
 - First-Class Mail presort and automation letters, cards and flats
- Discount:** 2% per eligible mailpiece
- Qualifying mailings must include either:
 1. A creative mobile barcode that incorporates **one** of the following:
 - a) two or more colors set against a background *(other than black or white)*
 - b) a trademark or graphic and at least one color *(other than black or white)*
 2. color digital image recognition technology
- Full Requirements posted on RIBBS

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2014 Promotions


Earned Value Reply Mail Promotion

Encourage USPS customers to continue to provide Business Reply Mail® (BRM) and Courtesy Reply Mail™ (CRM) as options for consumers to communicate with them.



- **Registration Period:** February 15 – March 31
- **Promotion Period:** April 1 – June 30 (Reply pieces counted during this period)
- **Credit**
 - 2 cents credit per eligible, returned CRM or BRM mailpiece.
 - Participants in the 2013 Promotion whose CRM and BRM counts increase in 2014 receive 3 cents per eligible mailpiece
- **Credit Receipt/Redemption**
 - Credit will be applied to the mailer's Permit Imprint account

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2014 Promotions


Premium Advertising Product Promotion

Promotion offers an upfront discount on First-Class Mail letters composed entirely of marketing or advertising content.



- **Registration Period:** Feb. 15 – June 30
- **Promotion Period:** April 1 – June 30
- **Eligible Mail:** First-Class Mail commercial letters (IMb full-service mailings)
- **Discount:** 15% off eligible FCM postage
- **Eligible Participants:** Customers who mailed \$6 million or more in Standard Mail letter postage in FY 2013
 - Eligible Customers contacted by USPS by Dec 20, 2013
- **Postage Payment:** Permit Imprint only
- **Requirements** Posted on RIBBS

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2014 Promotions

Mail & Digital Personalization Promotion

- Both the mailpiece and PURL/website must be customized and/or personalized to qualify for this promotion.
- Registration: March 15 – June 30**
- Promotion Period: May 1 – June 30**
- Eligible Mail:**
 - Standard Mail letters and flats
 - Nonprofit Standard Mail letters and flats
 - First-Class Mail presort and automation letters, cards and flats
 - IMb full-service mailings for applicable products
- Discount:** 2% per eligible mailpiece.
- Program requirements** Posted on RIBBS/usps.com



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2014 Promotions

Mail & Digital Personalization Promotion


Mailpiece Requirements

- Must be relevant and highly personalized to the recipient, and
- Contents based on information about the recipient such as:


- Name	- Buying behavior
- Age	- Preferences
- Birthday	- Online behavior
- Must contain PURL/print mobile technology directing recipient to website

Webpage Requirements

- Urls, or print-mobile technology must lead to a personalized landing page
- Destination webpage must provide highly personalized content
- Must have a unique url that enables the mailer the ability to track and monitor individual mail recipient response and web activity



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2014 Promotions


Color Print in First-Class Mail Transactions Promotion

Encourage FCM mailers to use color messaging on bills and statements

- Registration Period:** July 15 – December 31
- Program Period:** August 1 – December 31
- Eligible Mail:** First-Class Mail commercial letters (sent in IMb full-service mailings)
- Discount:** Upfront 2% postage discount
- Mailpiece must have dynamic color printing on the bill or statement
- Color messaging must be marketing or consumer information
 - Color inserts and pre-printed color paper stock, do not qualify
 - Color in transactional fields will not qualify

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2014 Promotions

Color Print in First-Class Mail Transactions Promotion

1. Pre printed color paper stock does not qualify

2. Color content is marketing or consumer information

3. Color messaging is dynamically printed

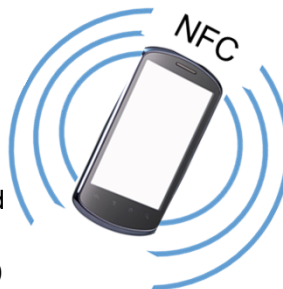


2014 Promotions

Emerging Technologies Promotion

Encourage mailers to enhance the value of their mail utilizing Near Field Communication

Other potential technologies still being considered



- **Registration Period:** June 14 – September 30
- **Promotion Period:** August 1 – September 30
- **Discount:** 2% per eligible mailpiece
- **Eligible Mail:**
 - Standard Mail letters and flats
 - Nonprofit Standard Mail letters and flats
 - IMb full-service mailings for applicable products

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2014 Promotions

Mail Drives Mobile Commerce Promotion

Encourage marketers and retailers to utilize state of the art mobile purchasing technology with direct mail to facilitate purchases. Eligible mailpieces must include print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website.

Registration Period: September 15 – December 31

Promotion Period: November 1 – December 31

Eligible Mail:

- Standard Mail letters and flats
- Nonprofit Standard Mail letters and flats
- IMb full-service mailings for applicable products

Discount: 2% per eligible mailpiece (Mailers who fulfill packages via Priority Mail may qualify for an additional 1% discount)

Priority Mail Fulfillment Rebate

Additional 1% Standard Mail postage rebate



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Program Contact Information

For further information:

Email: mobilebarcode@usps.gov
PremiumAdMail@usps.gov (Premium Advertising Promotion)
earnedvalue@usps.gov (Earned Value Promotion)

Mail: US Postal Service
 Attn: Promotions and Incentives
 Post Office Box 23282
 Washington, DC 20026-3282

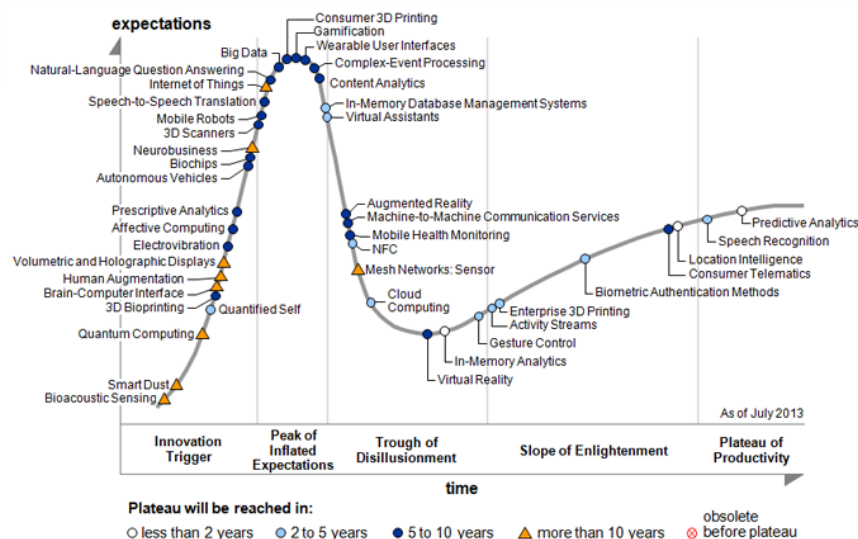
Web: <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>
<https://www.usps.com/business/promotions-and-incentives.htm>

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What is Next?

Gartner's 2013 Emerging Technology Hype Cycle



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2014 Saturation and High Density Incentive




2014 Saturation & High Density Incentive

Program Period: January 1 – December 31, 2014

Eligibility Requirements:

- Eligible Products: Saturation, High Density Plus, and High Density letters & flats paid for with a postage permit. This will include EDDM BMEU (not EDDM Retail)
- Mailers must have mailed at least 6 times in from Oct. 2012 – Sept. 2013
- Volume threshold of 102% of CY2013 volumes
- Postage credit of up to 20% on incremental volume varies by product:
 - Regular Saturation Letters & Flats
 - Regular High Density/High Density Plus Letters & Flats
 - All Non Profit Saturation, High Density & High Density Plus
- Credit applied to Permit Imprint account in Q2 of FY 2015.


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2014 Saturation & High Density Incentive

Timeline

- November 12 - Invitation letters to over 9,000 eligible customers mailed
- Registration period: November 12 - January 31, 2014
- Mid-January - Volume Threshold Report, Certification Form and Threshold Inquiry Form sent to registrants
- March 15, 2014 – signed Certification Form or Threshold Inquiry Form deadline
- December 31, 2014 – Program concludes
- Q2 2015 - Credit applied to Permit Imprint account
- **More Information:**
 - **Online:**
<https://ribbs.usps.gov/mobilebarcode/saturationhighdensity.htm>
 - **Email:** SatHDIncentive@usps.gov

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Thank you for participating in todays webinar!



Insight. Strategy. Guidance.

2014 Postal Incentives

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Thank you for participating!