



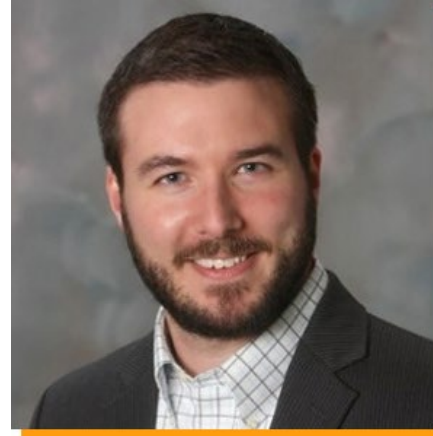
# 2023 USPS Postal Promotions Overview

January 2023

# Welcome!



**Michelle Johnston**  
*Senior Manager of  
Strategic Development*



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*Senior Manager of  
Postal and Supplier Security*

# New in 2023

- ✓ Tactile, Sensory and Interactive Promotion – *Discount increased from 4% to 5%*
- ✓ Personalized Color Transpromo Promotion – *Additional 1% discount if including reply mail*
- ✓ Emerging Technology Promotion – *Now includes the Mobile Shopping promo and runs for 7 months*
- ✓ Informed Delivery Promotion – *Additional 0.5% discount for eDoc Submitter*
- ✓ Reply Mail IMbA Promotion – *BRAND NEW*
- ✓ Retargeting Promotion – *BRAND NEW*
- ✓ Earned Value Promotion – *DISCONTINUED*
- ✓ Promotion Pre-Approval Process – *All approvals started in the new “Mailer Promotion Portal” with any physical backup samples mailed to the promotion's office.*

# 2023 Promotions





# USPS PROMOTIONS CALENDAR



# 2023

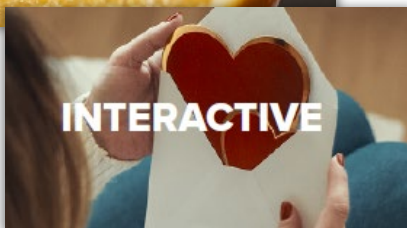
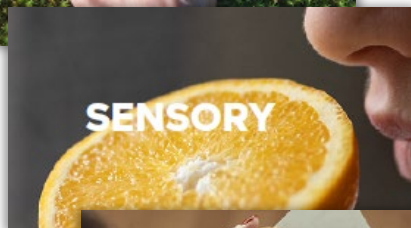
REGISTRATION PERIOD

PROMO PERIOD

PROMO NAME	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MAXIMUM SAVINGS*
TACTILE, SENSORY AND INTERACTIVE MAIL PIECE ENGAGEMENT	Registration: JAN 9 - JUL 31 Promo Period: FEB 1 - JUL 31												UP TO <b>5%</b> DISCOUNT
PERSONALIZED COLOR TRANSPROMO	Registration: JAN 9 - JUL 31 Promo Period: FEB 1 - JUL 31												UP TO <b>3-4%</b> DISCOUNT
EMERGING TECHNOLOGY & MOBILE SHOPPING (UPDATED)	Registration: MAR 15 - NOV 30 Promo Period: MAY 1 - NOV 30												UP TO <b>3-4%</b> DISCOUNT
REPLY MAIL IMBA (NEW)	Registration: MAY 15 - DEC 31 Promo Period: JUL 1 - DEC 31												UP TO <b>3%</b> DISCOUNT
INFORMED DELIVERY	Registration: JUN 15 - DEC 31 Promo Period: AUG 1 - DEC 31												UP TO <b>4%</b> DISCOUNT
RETARGET (NEW)	Registration: JUL 15 - NOV 30 Promo Period: SEP 1 - NOV 30												UP TO <b>5%</b> DISCOUNT



# Tactile, Sensory & Interactive Promotion



## What to Know:

- > Enrollment starts: January 9, 2023
- > Promotion runs: February 1 – July 31, 2023
- > Discount: Up to 5% (*added 1% from 2022!*)
- > Eligible Mail Classes:
  - ✓ First Class letters, cards, and flats
  - ✓ Marketing Mail letters and flats
  - ✓ Non-profit letters and flats

# Promotion Approval Process

1. Register for the promotion in the BCG.
2. Enroll in the Mailing Promotions Portal.
3. Create a Service Request\* in the MPP.
4. Mail in the full mailpiece or qualifying component to the TSI promotions office.

*\*Note: The Service Request will output a submission letter to include with the sample.*

## Promotions Office

US Postal Service  
Attn: TSI Promotion Program Manager  
PO BOX 23282  
Washington, DC 20026-3282

## Qualifies:

- ✓ Inks that react to temperature
- ✓ UV light exposure or water/liquids
- ✓ Inks that appear to change color while viewing from different angles.
- ✓ Scented paper
- ✓ Paper that includes sound chips or speakers
- ✓ Holographics
- ✓ Textured elements
- ✓ Clean Release Cards/affixed cards
- ✓ 3-D elements (pop-ups, infinite folding)
- ✓ Trailing Edge Die-cut (TED-C) Envelopes
- ✓ **CONFIRMED: Gloss/Matte coated paper!!**

## Does Not Qualify:

- X Stickers/Labels (unless they use metallic or holographic printing)
- X Linen Embossed stocks
- X Laminated Postcards
- X Simple folds (half, tri-fold, gate-fold, Iron Cross, Accordion fold, etc.)
- X Reply Envelopes
- X Order Forms
- X Snap Packs, tear stubs and perforated stubs



Tactile, Sensory & Interactive

Personalized Color Transpromo

Emerging & Advanced Technology

Informed Delivery

New Promos for 2023

# Examples

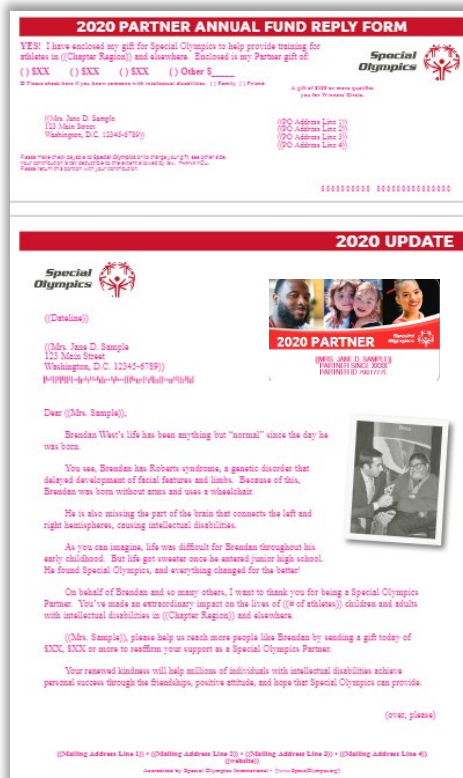
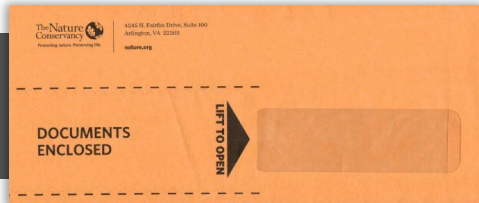
Metallic Inks



Holographic Inks



Pull Tab Envelopes



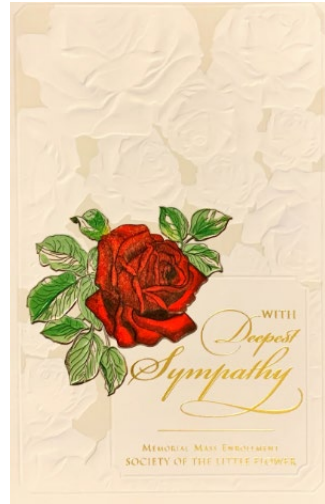
Clean Release Cards

# Examples

Trailing Edge Envelopes



Gloss Varnish & Coatings

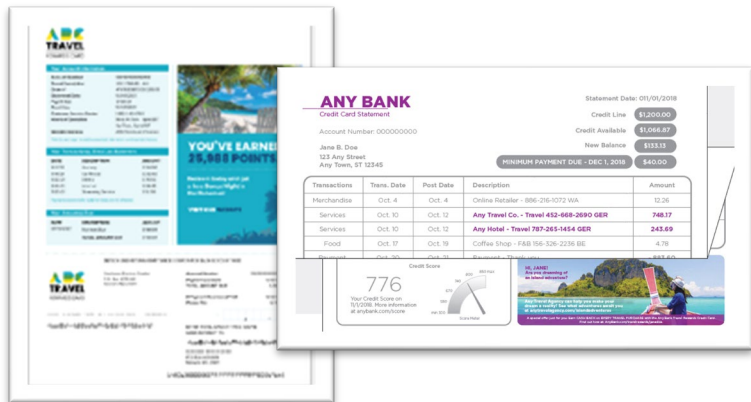


Embossed Papers

Non-Geometric Die Cuts



# Personalized Color Transpromo Promotion



## What to Know:

- > Enrollment starts: January 9, 2023
- > Promotion runs: February 1 – July 31, 2023
- > Discount: up to 4% if including a Reply Envelope (up to 3% without)
- > Eligible Mail Classes:
  - ✓ First Class Presort and Automation letters only

## Promotion Requirements:

Encourages marketing messages through variable color imagery and personalization. The messaging needs to be visible on a **bill or statement and mailed with FIRST CLASS PRESORT postage**. Must include 2 or more color (not including B/W or grayscale) marketing messages or visualization of personalized account data.

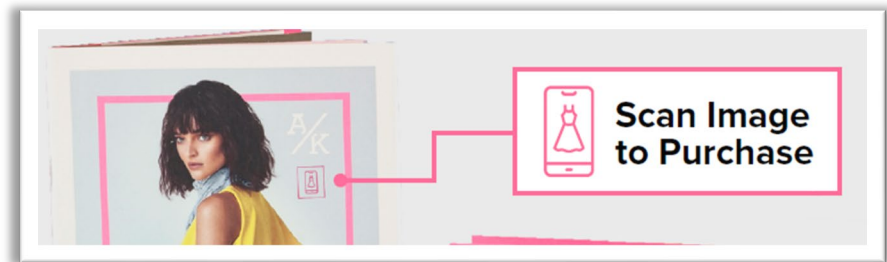


# Emerging and Advanced Technology Promotion

## \*Includes Mobile Shopping

### What to Know:

- > **Enrollment starts:** March 15, 2023
- > **Promotion runs:** May 1 – November 30, 2023
- > **Discount:** up to 4% if using “Enhanced” Tech or up to 3% “Advanced” Tech
- > **Eligible Mail Classes:**
  - ✓ First Class letters, cards, and flats
  - ✓ Marketing Mail letters and flats
  - ✓ Non-profit letters and flats



# Emerging and Advanced Technology Promotion

## \*Includes Mobile Shopping!



### > Promotion Requirements:

- ✓ This promotion encourages mailers to incorporate technologies such as Augmented Reality, Virtual Reality, Voice Assistant technology, etc.
- ✓ ALSO now includes the Mobile Shopping option!

### > “Advanced” Tech Options (up to 3% postage discount):

- ✓ Augmented Reality, Voice Assistant Integration
- ✓ **MOBILE SHOPPING** (add QR code to *non-reply component of mailpiece*)

### > “Enhanced” Tech Options (up to 4% postage discount):

- ✓ Advanced Voice Assistant (multi-step), Video in Print, NFC, Mixed Reality, Virtual Reality

## Examples – up to 3% discount

To give online, scan here or visit  
[SupportFeedingAmerica.org/Gift](https://SupportFeedingAmerica.org/Gift)



QR Codes

**Use Alexa to Donate Now!**

Just say ... *“Alexa, donate to American Lung Association”*

Virtual Assistant Commands



Enhanced Augmented Reality

Tactile, Sensory & Interactive

Personalized Color Transpromo

Emerging & Advanced Technology

Informed Delivery

New Promos for 2023

## Examples - up to 4% discount



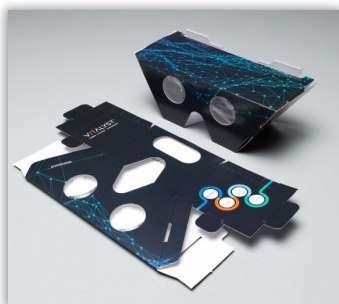
Video in Print



Mixed Reality – Blend of physical spaces and virtual spaces



Near Field Communications



Virtual Reality – crafting experiences that take place in a virtual world





# Informed Delivery Promotion

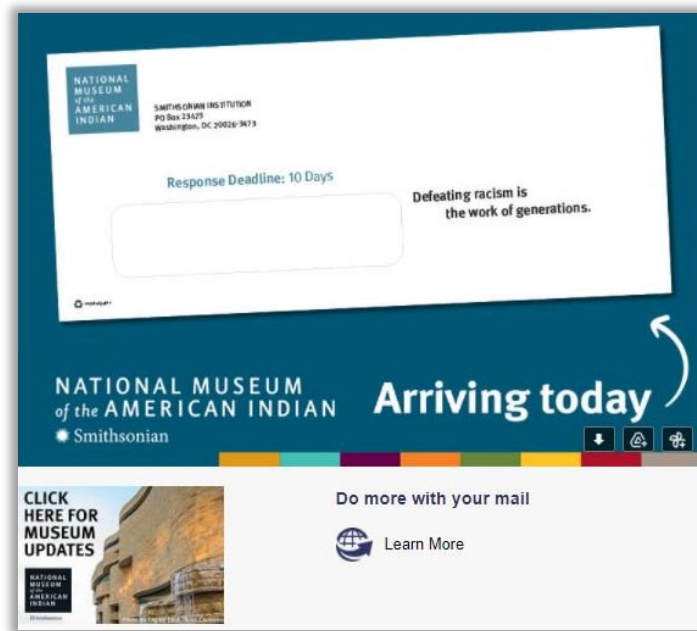
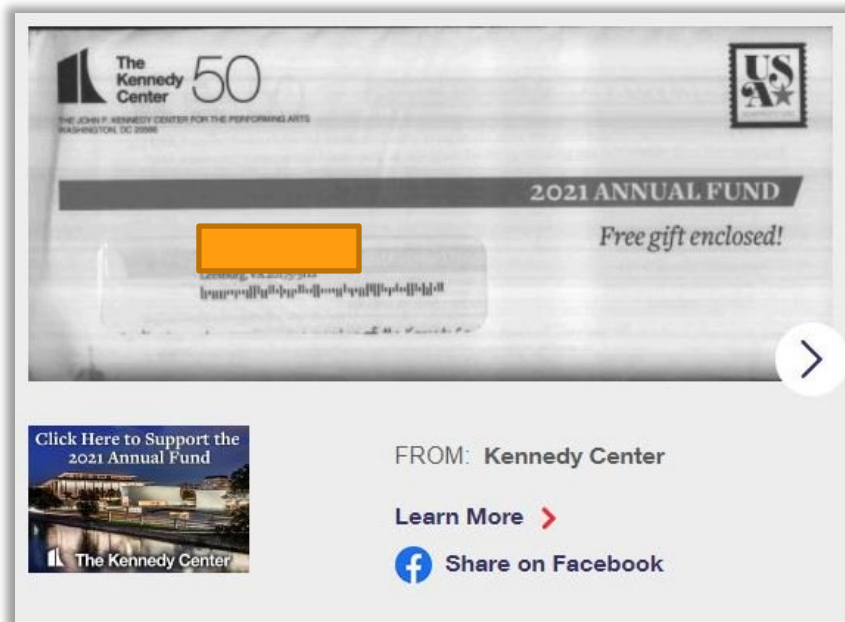
## What to Know:

- > **Enrollment starts:** June 15, 2023
- > **Promotion runs:** August 1 – December 31, 2023
- > **Discount:** up to 4% (plus 0.5% postage discount to the e-Doc Submitter)
- > **Eligible Mail Classes:**
  - ✓ First Class Automation letters, cards, and flats
  - ✓ Marketing Mail letters and flats
  - ✓ Non-profit letters and flats

Production Solutions  
helped 50+ clients sign up  
for the Informed Delivery  
Promotion in 2022!



# Examples



# Examples



**RESCUE  
PETS NEED  
YOU NOW!**

north shore  
**animal league**  
america

**HELP TODAY  
CLICK HERE**


**Do more with your mail**

 [Learn More](#)

Member Services Department  
16 Lewyt Street  
Port Washington, New York 11050

**IMPORTANT!  
MEMBER MATERIALS ENCLOSED**

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
NORTH SHORE  
ANIMAL LEAGUE  
AMERICA



## Potential Challenges of Informed Delivery

- > **PLANNING:** If you would like to test within ID, please make sure you are talking to your production team/mailer as they may need to set up the job specifically to fit your ID testing.
- > **TIMING:** Critical to have an ID campaign active BEFORE mail is entered with the USPS.
  - Is there a chance your mail entry partner could submit early?
- > **IMB DETAILS:** Triple-check your MID and Serial Number range match what is on the mailpiece IMB's.
  - Did serials get updated at any point?
  - Does the quantity in Serial Number range match the quantity of mail submitted for the promotion?
- > **E-DOC:** Needs to have the promotion option selected when submitting the mail.
- > **MAIL TYPE:** Mail needs to be Automated and mail as Full-Service to qualify
  - Might not be 100% of your mailing if a few pieces fall out of automation.

# NEW USPS Promotions for 2023

*\*Official guidebooks to be released February 2023*

## Reply Mail IMBA

*We are still waiting for more information on this new promotion. Most likely it is an incentive for QBRM mailers to use the new IMB Accounting system.*

- > Registration starts May 15, 2023
- > Promotion will run from July 1 – December 31, 2023
- > Can only be used for First Class Mail
- > *Discount – up to 3% (potentially up to 6% if using a unique IMB on return pieces)*

## Retarget

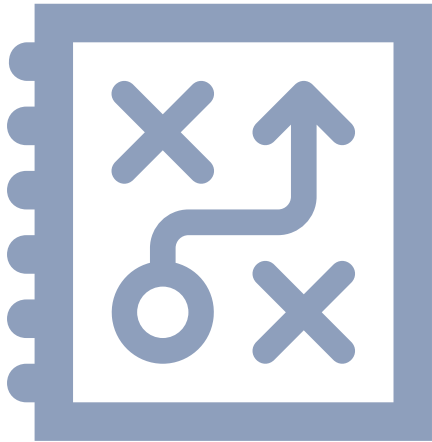
*There is little information on this incentive, but it should encourage mailers to reach out to website and mobile visitors with a triggered First-Class Postcard.*

- > Registration starts July 15, 2023
- > Promotion will run from September 1 – November 30, 2023
- > Can be used for First Class Postcards only
- > *Discount – up to 5%*

# Planning for 2023

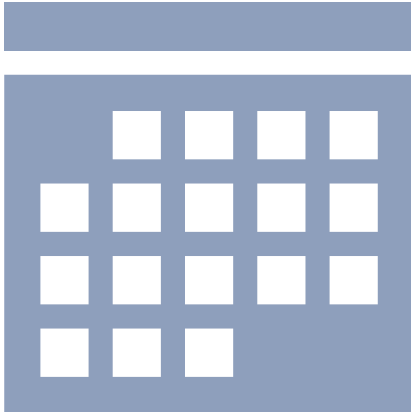


# Pre-Planning Tips



- ✓ Audit your current mailings to identify mailings that may qualify for the current promotions.
- ✓ Take note of the dates of the registration and promotion.
- ✓ Build in time for promotions that require you to send in art/samples for approval.
- ✓ Test! If you have an item that you think may qualify and it is not specifically listed in the “Does Not Qualify” – try sending it in.
- ✓ You can run only 1 promotion per mailing – so take advantage of the promotion that is the easiest to implement and will bring the biggest discount.

# Building Your Calendar



## **Tactile, Sensory and Interactive**

- ✓ Test any items that you are not sure will qualify (and are not specifically listed as not allowed) by sending them in to the USPS for approval.
- ✓ Any mailings between February 1 and July 31.
- ✓ Up to 5% discount

## **Emerging & Advanced Technology and Mobile Shopping**

- ✓ Add a QR Code to any mailings that do not qualify for the TSI promotion.
- ✓ Any mailings between May 1 and July 31.
- ✓ Up to 3% discount

## **Informed Delivery**

- ✓ Any mailings between August 1 and December 31.
- ✓ Up to 4% discount





# Set Yourself Up For Success

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- ✓ It will always be ineligible to have copy promoting mail diversion - *"Go Paperless"* or *"See Online Statement Here"*
- ✓ Don't "*budget*" for these promotions, instead consider them *BONUS* savings.
- ✓ Plan early! Make sure you know ahead of time what is needed for you to qualify and how you will implement the changes to your art so there are no surprises.
- ✓ Remember you can't stack discounts – one at a time per mailing. Look for the promotion that has the largest discount at the time you are running your mail.



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Helpful Resources**



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# Thank You!

