



SUCCESS STORY

The Situation

The USPS promotions are designed to offer budget savings and incentivize emerging platforms and technology. The challenge for our clients is finding time to explore these exciting offers and learn the right mix for their programs to maximize cost savings while minimizing time investment.

The Solution

The PS team wanted to make it easy for our clients to experiment with these terrific offers. Compiling several years of expertise, our Resource Team quickly made themselves into subject matter experts and crafted recommendations for our clients. They guided them through the process and then managed each promotional campaign carefully from start to finish. Our intention was to experiment to see a.) what kind of savings they could garner and b.) if the response rates were impacted by participation with the programs.

The Results

From 2019 to 2023, we have seen tremendous growth in PS client participation and savings through the utilization of USPS Promotions. Most of our clients have enjoyed 3-5% in postal savings for qualifying mailpieces.

Tactile, Sensory and Interactive

Use specialty inks and finishes or engage the recipient by interacting with them. This is the hot promo of Q1, we've already seen a tremendous increase in participation!

- Registration period: January 9 - July 31
- Promotion period: February 1 - July 31

Emerging Technology

This promo has been combined with the Mobile Shopping promo with which you might be familiar. The most accessible way to participate is to simply add a QR code to your mailing.

- Registration period: March 15 - November 30
- Promotion period: May 1 - November 30

Informed Delivery

Donors receive an image preview of what is headed to their mailbox giving your mailpiece more exposure. This was a popular promotion in 2022, and we expect the same for 2023!

- Registration period: June 15 - December 31
- Promotion period: August 1 - December 31

LAST YEAR:

101 PS clients participated and earned over \$1.2 million in postal savings!

Now is the time to register for the 2023 USPS Promotions.

EVERY PENNY COUNTS!

703.734.5700 | @productionsolutions | productionsolutions.com