

USPS Promotion Programs for 2016

The United States Postal Service® (USPS®) filed a proposal with the Postal Regulatory Commission (PRC) for approval of five promotional programs aimed at increasing mail volumes by offering incentives to mailers. If approved, these promotions will be available during the calendar year 2016. Starting with the first Mobile Barcode incentive back in 2011, the USPS continues to put incentive programs in place for mailers to take advantage of postage discounts or rebates for submitting mailings that meet the promotion requirements. There are five promotions proposed for the calendar year 2016:

1. Earned Value Promotion
2. Personalized Color Transpromo Promotion
3. Emerging and Advanced Technology/Video In Print Promotion
4. Tactile, Sensory and Interactive Mail Piece Engagement Promotion
5. Mobile Shopping Promotion

The Promotions

The Earned Value Promotion: This program will run from April through June 2016. This promotion is available for First-Class Mail® only, and builds on the success of previous years promotions. The promotion is in the form of a credit on qualifying BRM/CRM reply pieces; which can then be applied to postage for future mailings.

The Personalized Color Transpromo Promotion: This promotion will run from July through December 2016. Similar to the program in 2015, this promotion is only available for First-Class Mail. Added this year is the requirement that the color message must either address the recipient by name or contain information relevant and specific to the recipient.

The Emerging and Advanced Technology/Video in Print Promotion: The program will run from March through August 2016. As with the program in 2015, this promotion is available for both First-Class Mail and Standard Mail®. Added this year is an A/B testing option, which allows mailers to test customer response rates to mailpieces featuring the qualifying technology compared to customer response rates to mailpieces without the qualifying technology.

The Tactile, Sensory and Interactive Mail Piece Engagement Promotion: This program will run from March through August 2016. The USPS recognizes that advanced print innovations are distinct from the more digitally focused technologies addressed by the Emerging and Advanced Technology/Video in Print Promotion, so this is offered as its own promotion for 2016. This promotion is available only for Standard Mail.

The Mobile Shopping Promotion: This promotion will run from July through December 2016. As in prior years, this promotion encourages mailers to integrate mobile technology into their direct mail during the 2016 holiday season. This promotion is available only for Standard Mail.

Eligibility

As described above, these promotions are available for either First-Class Mail or Standard Mail, or in the case of the Emerging and Advanced Technology/Video in Print Promotion, both classes of mail. Each promotion has its own set of eligibility requirements, including mail piece content requirements, registration requirements, mailing submission requirements and requirements at mail acceptance and after the mailing is complete. More details regarding the eligibility requirements will be made available by the USPS once the promotional programs are approved by the PRC.

The Incentives

The Earned Value Promotion incentive is in the form of volume-based credits: \$0.02 per BRM or CRM pieces for first-time participants or those who did not exceed their threshold; \$0.03 per BRM or CRM pieces if the total number of BRM and CRM pieces exceed the total number of the mailer's BRM and CRM pieces counted as part of the 2015 Earned Value Promotion. These credits may then be applied to future mailings of First-Class Mail presort and automation cards, letters and flats and Standard mail letters and flats.

The other promotions each have an incentive of a 2% postage discount, taken at the time of mailing. The only exception is for the A/B testing option: the 2% postage discount will be taken at the time of mailing only for the pieces that meet the eligibility criteria. Up to 10% of the pieces may have non-eligible characteristics for the A/B testing purposes; the discount for these pieces will be applied as a credit to be used for future mailings.