

THE USPS® 2023

PROMOTIONS AND INCENTIVES

Designed to create excitement about the mail and reward innovative mailers.



FIRST-CLASS MAIL®

PERSONALIZED COLOR TRANSPROMO

REGISTRATION

Jan 9 → Jul 31

PROMOTION PERIOD (6 months)

Feb 1 → Jul 31

REPLY MAIL IMbA™

REGISTRATION

May 15 → Dec 31

PROMOTION PERIOD (6 months)

Jul 1 → Dec 31

RETARGETING

REGISTRATION

Jul 15 → Nov 30

PROMOTION PERIOD (3 months)

Sept 1 → Nov 30

FIRST-CLASS MAIL® AND USPS MARKETING MAIL®

TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

REGISTRATION

Jan 9 → Jul 31

PROMOTION PERIOD (6 months)

Feb 1 → Jul 31

EMERGING AND ADVANCED TECHNOLOGY

REGISTRATION

Mar 15 → Nov 30

PROMOTION PERIOD (7 months)

May 1 → Nov 30

INFORMED DELIVERY®

REGISTRATION

Jun 15 → Dec 31

PROMOTION PERIOD (5 months)

Aug 1 → Dec 31

TACTILE, SENSORY AND INTERACTIVE ENGAGEMENT PROMOTION:



This promotion encourages mailers to design a multi-sensory experience for their mailpieces through approved techniques such as specialty inks, sensory treatments or interactive elements.

DISCOUNT: 5%

REGISTRATION DATE: JAN 9, 2023 - JUL 31, 2023

PROMOTION PERIOD: FEB 1, 2023 - JUL 31, 2023

RELATED TENSION PRODUCTS: Trailing Edge envelopes, envelopes with special finishes and embossed envelopes (options include both textured paper and foil embossing).

EMERGING AND ADVANCED TECHNOLOGY PROMOTION (INCLUDES MOBILE SHOPPING):



This promotion encourages mailers to incorporate the latest digital technologies into their mailpieces. Approved technologies are segmented into 3% and 4% discount tiers.

3% DISCOUNT: Emerging and Advanced Technologies: "Enhanced" Augmented Reality, Basic Integration with Voice Assistant, Mobile Shopping

4% DISCOUNT: Enhanced Emerging Technologies: Advanced Integration with Voice Assistant, Video in Print Technology, Near Field Communication, Mixed Reality, Virtual Reality

REGISTRATION PERIOD: MAR 15, 2023 - NOV 30, 2023

PROMOTION PERIOD: MAY 1, 2023 - NOV 30, 2023

NEW TO 2023: The Mobile Shopping promotion from years past is now included under this promotion. The Mobile Shopping subcategory qualifies for the 3% discount and requires mailers to add a QR code to their mailpieces.

INFORMED DELIVERY PROMOTION:



The Informed Delivery program is a free service from the USPS that sends users daily emails previewing incoming mail and status updates about incoming and outbound packages. This promotion encourages business mailers to sign up for and launch an Informed Delivery campaign.

DISCOUNT MAILERS: 4%

eDOC SUBMITTER: 0.5%

REGISTRATION DATE: JUN 15, 2023 - DEC 31, 2023

PROMOTION PERIOD: AUG 1, 2023 - DEC 31, 2023

INFORMED DELIVERY FACT: More than 44 million customers have enrolled since it was launched in 2017. Source: USPS Postal Facts 2023.

PERSONALIZED COLOR TRANSPROMO PROMOTION:



Transactional mailers can participate in this promotion by producing statements that utilize personalized color transpromotional messages on mailed bills and statements.

3% DISCOUNT: Personalized Full Color Marketing and Consumer Messages

4% DISCOUNT: Meets PCT Requirements and Includes a Reply Mechanism

REGISTRATION PERIOD: JAN 9, 2023 - JUL 31, 2023

PROMOTION PERIOD: FEB 1, 2023 - JUL 31, 2023

NEW TO 2023: To be eligible to receive the 4% discount, mailers must also include a reply mechanism via BRM/CRM to make it easier for the recipient to respond.

REPLY MAIL IMBA™ PROMOTION:



This promotion encourages reply mail customers to adopt IMbA static or serialized barcodes.

3% DISCOUNT: Static IMbA

6% DISCOUNT: Serialized IMbA

REGISTRATION PERIOD: MAY 15, 2023 - DEC 31, 2023

PROMOTION PERIOD: JUL 1, 2023 - DEC 31, 2023

NEW PROMOTION FOR 2023: This promotion is new to the USPS Promotions and Incentives lineup and also has a tiered system of discounts for qualifying mailpieces pending USPS approval.

RETARGETING PROMOTION:



This promotion incentivizes marketers to send out a postcard to a recent website or mobile app visitor that didn't convert.

DISCOUNT: 5%

REGISTRATION DATE: JUL 15, 2023 - NOV 30, 2023

PROMOTION DATE: SEPT 1, 2023 - NOV 30, 2023

NEW PROMOTION FOR 2023: This promotion presents another opportunity for mailers to leverage their data to create a mailing list to reconnect with online visitors that did not make a conversion on their website or app.

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