



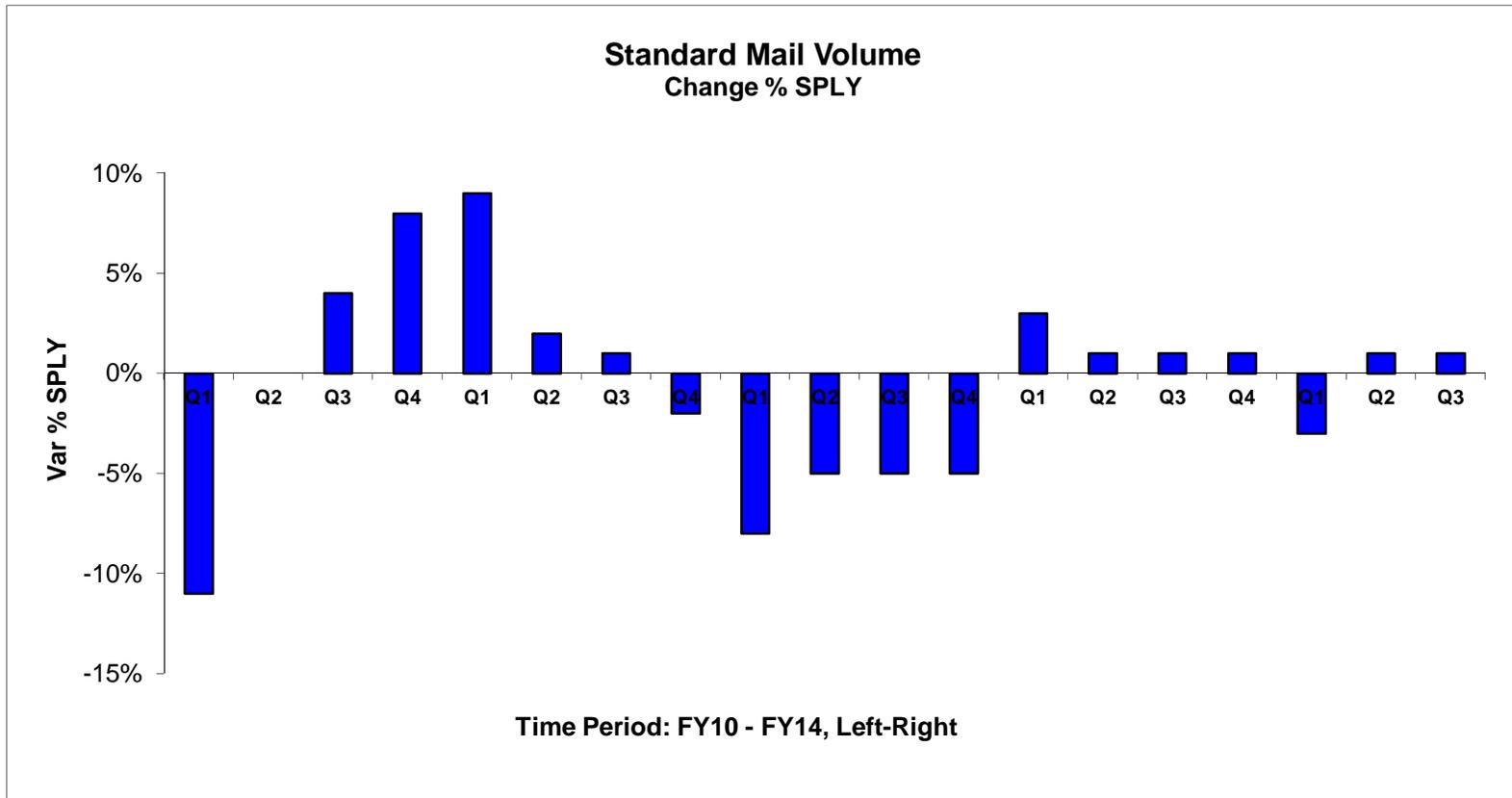
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# Standard Mail Product Development

**MTAC**

**August 20, 2014**

- **Pulse of Industry**
  
- **Incentives & Promotions**
  - **2014 Saturation & High Density Incentive**
  - **2014 Promotions**
  - **2015 Promotions**
  
- **Open Discussion**



## Standard Mail: % Change SPLY

	FY13 Q2	FY13 Q3	FY13 Q4	FY14 Q1	FY14 Q2	FY14 Q3
High Density and Saturation Letters	(1.1)	(2.4)	6.4	6.0	4.9	4.7
High Density and Saturation Flats and Parcels	3.3	3.8	1.3	(2.9)	0.8	0.4
Carrier Route	2.2	(3.2)	(4.9)	(15.7)	1.5	3.4
Flats	(5.7)	(7.5)	(8.2)	(10.8)	(8.8)	(8.3)
Letters	1.2	1.2	3.0	0.6	0.9	3.8
<b>Total Standard Mail</b>	<b>0.7</b>	<b>1.0</b>	<b>1.2</b>	<b>(2.8)</b>	<b>0.5</b>	<b>0.9</b>

## **EDDM Updates**

- **EDDM coupon will go live Sept. 7<sup>th</sup>**
- **EDDM tool tablet optimization**



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# 2014 Saturation and High Density Incentive

## **Incentive Requirement:**

- Mailed at least six (6) Saturation, High Density and/or High Density Plus mailings (or a combination thereof) between October 1, 2012 and September 30, 2013 (USPS FY 2013)

## **Incentive:**

- Certified organizations with incremental volumes above the agreed upon volume threshold (CY 2013 volume + 2%) will receive their earned credit in the first quarter of CY 2015

## **Timeline:**

- Registration period was: November 12 – February 7, 2014
- Program Period: January 1 – December 31, 2014
- Quarterly reports sent to incentive program participants.

## Updates:

- ✓ 392 Registrants completed the certification process
- ✓ Program YTD Volume 1,654,903,699 (6 months)
- ✓ Q2 Progress Report are in the process of being sent out
- ✓ Q3 Progress Reports will be sent out in late October



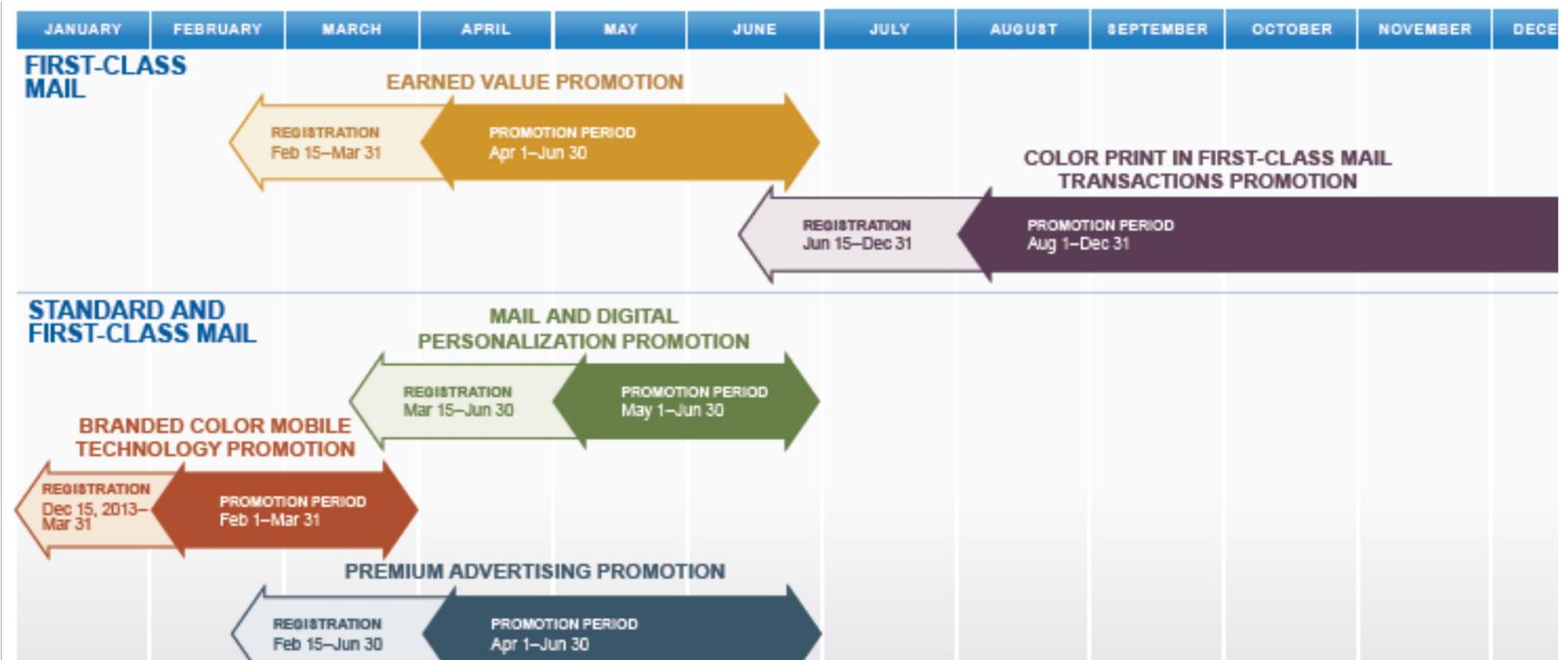
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# Mailing Promotions

- **Last meeting—July 29, 2014**
  - **Discussed status and updates for 2014 promotions**
  - **Discussed proposed 2015 promotions**
  - **Received live demonstration of the Incentive Promotions Pre-Production Environment**
  - **Provided template for submission of 2016 promotion ideas**
  
- **Next Meeting—August 26, 2014**



# 2014 Promotions



## ▪ **Earned Value Promotion**

- **Slow the decline of First-Class Mail (BRM and CRM) pieces through a postage credit for each returned mailpiece**
  - **Promotion ended June 30, 2014**
  - **574 customers enrolled**
  - **Almost 500 million mailpieces were counted during the promotion months**
  - **Credit review and adjustments for meeting thresholds now in progress**
  - **Credits to be released after August 25, 2014 and will be available for use immediately.**
    - **Remaining 2013 promotion credits will be used before applying 2014 credits.**
    - **2014 promotion credits expire January 31, 2015.**

## ▪ **Mail and Digital Personalization Promotion**

- **Encourage mailers to use variable data printing (VDP) or other print technology that provides varying levels of mailpiece personalization and customization.**
  - **Promotion ended June 30, 2014**
  - **43 customers participated and mailed over 160M pieces**
  - **Total discount amount was less than \$1M**
  - **Post promotion survey sent out on July 30th**

## ▪ **Premium Advertising Promotion**

- **Encourage marketers and advertisers to use First-Class Mail® as a marketing vehicle.**
  - **Promotion ended June 30, 2014**
  - **37 customers participated and mailed over 32M pieces**
  - **Total discount amount was approximately \$2M**
  - **Post promotion survey sent out on August 8th**

- **Color in First-Class Mail Transactions Promotion**
  - **Continue to grow the value of First-Class Mail and encourage mailers to invest in color print technology for bills/statements.**
    - **Registration began June 15-to date, 70 mailers have enrolled**
    - **Promotion Period: August 1 through December 31, 2014**
      - To date, 24 customers have mailed over 36M pieces
      - Total discount to date is over \$285k
  
- **Emerging Technology Promotion**
  - **Encourage the use of “enhanced” augmented reality or standard NFC technology in standard mail campaigns.**
    - **Registration began June 15-to date, 100 mailers have enrolled**
    - **Promotion Period: August 1 through September 30, 2014**
      - To date, 43 customers have mailed over 140M pieces
      - Total discount to date is over \$578k



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# Proposed 2015 Promotions

## Proposed Promotions

### ■ **First-Class Mail Color/Transpromo Promotion**

- Continue to grow the value of First-Class Mail and encourage mailers to invest in color print technology for bills/statements

### ■ **Mail Drives Mobile Engagement Promotion**

- Demonstrate how direct mail, combined with mobile technology, continues to be a convenient method for marketers to connect with their customers and facilitate more ways to do their shopping

### ■ **2015 Earned Value Reply Mail**

- Slow the decline of First-Class Mail (BRM and CRM) pieces through a postage credit for each returned mailpiece

### ■ **Advanced or Emerging Technologies Promotion**

- Encourage the use of “enhanced” augmented reality or standard NFC technology in mailing campaigns

- Program Office contact:

[mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

- Program Requirements, Documents & Webinar Details

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

- Information and link to program registration:

<https://www.usps.com/business/promotions-and-incentives.htm>

- PostalOne Help Desk:

**(800) 522-9085** or [postalone@email.usps.gov](mailto:postalone@email.usps.gov)

**Proposals for 2016 promotions can be sent to:**

[MailingInnovations@usps.gov](mailto:MailingInnovations@usps.gov)

# Open Discussion