

2012 USPS Mobile Barcode Commerce & Personalization Promotion

2D Mobile Barcodes revitalize direct marketing campaigns, adding new Life and Lift by transforming traditional printed mail pieces into compelling interactive experiences

Our Track Back Tags™ Deliver Results

At Northwest Mailing Service, we are revolutionizing the scope and impact of direct mail marketing. Our Tag experts have developed a breakthrough methodology for customizing Tags and appending mailing lists to include unprecedented “track back” functionality. Data generated by scanned Tags creates an opportunity to engage consumers in dynamic one-to-one dialogue, affording savvy marketers unparalleled flexibility to make connections that count.

2D mobile barcodes present an enticing value proposition, allowing consumers to delve deeper into advertised products and services, receive compelling discounts and offers, access news and information, and download relevant reference or instructional materials.

Northwest’s early adoption and investment in research and development afford us the knowledge and practical application experience to support your marketing initiatives.

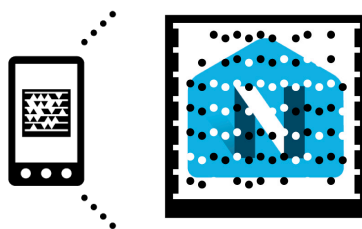
Getting Started is Easy

Our Technology Integration Specialists work with you to integrate tags into your direct mail campaign to create a stimulating, high impact solution designed to deliver results.

Our program includes:

- Registration & Set up required to receive the 2% USPS discount
- Optimizing the mobile experience using e-commerce and/or PURL sites
- Developing a mobile Device ID database for reporting & data analytics

Scan tag below to contact a Northwest Mailing Service Technology Integration Specialist today.



Get the free mobile app at
<http://gettag.mobi>

The 2012 Mobile Commerce and Personalization Promotion provides mailers with an upfront postage discount on qualifying Standard Mail® and First-Class Mail® letters, flats, and cards that contain a mobile barcode or similar print technology that can be read or scanned by a mobile device.

The technology must lead the recipient to:

- A webpage that allows the recipient to purchase a product or service on a mobile device, OR
- A personalized URL, which leads to a web page that is unique to an individual recipient

PROGRAM PARAMETERS

Registration Begins May 1, 2012

Program Runs July 1 – August 31, 2012

Discount is 2% of Eligible Postage

Eligible Mail Classes: Standard Mail® letters and flats, Nonprofit Standard Mail letters and flats, and First-Class Mail® presort and automation letters, cards and flats

For more information, contact:

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ABOUT US

Northwest Mailing (a Precision Dialogue Company) transforms ordinary direct mail campaigns into extraordinary interactive customer experiences using Microsoft Tag. Our unique ability to customize and match Tags to precise user data provides clients unprecedented insights and actionable response tracking. Pioneering the use of Tags in large volume mailings, Northwest Mailing combines data analytics with integrated, multi-channel one-to-one marketing to significantly improve marketing ROI.