

# Creating Opportunity & Excitement

- **New Promotions**
- **New Products**
- **New Pricing**

## 2012 Holiday Mobile Shopping

- Short-term promotion Nov. 7-21, 2012
  - Build mobile-on-mail connection during holiday shopping season
  - Lead to *Black Friday, Small Business Saturday, Cyber Monday*
- Two opportunities to save:
  1. 2% discount on First-Class and Standard Mail with mobile barcode enabling mobile shopping
  2. Retailers using Priority Mail to deliver merchandise may receive additional 1% discount on mail (not parcels)

**US Mobile  
Commerce  
sales will grow  
98.6%  
over 2011 to  
reach  
\$20.85B**

**Internet Retailer  
Sept '12**

## Lead Industry & Encourage Best Practices

# 2013 Promotions Calendar\*



### MARCH-APRIL

- **Mobile Coupons**
  - Local & national retailers & businesses
- **Click-to-Call**
  - Insurance, Financial



### APRIL-JUNE

#### Earned Value Reply Mail

- Financials, Catalogers, Publishers



### AUGUST-SEPTEMBER

- **Emerging Technologies**
  - Retailers, e-tailers & catalogers
- **Product Samples**
  - CPGs, Retailers
- **Picture Permit**
  - Existing customers



### NOVEMBER-DECEMBER

- **Mobile Buy-It-Now**
  - Retailers, e-tailers & catalogers

\*PRC approval pending

## Mobile Coupon and Click to Call\*

- **Mobile Coupon:** Mail contains mobile technology that delivers a coupon redeemable in-store or online when scanned
- **Click-to-call:** Mail links directly to a mobile optimized website with a “click to call” or brings up a phone number automatically in the users phone
- **Registration Period:** Jan. 15 - April 30, 2013
- **Program Period:** March 1 - April 30, 2013
- **Discount:** Upfront 2 % postage

## Earned Value Reply Mail\*

- Mailers earn credit for BRM and CRM counted during normal mail processing
- Registered permits and Mailer IDs required
- Credit applied post-promotion to Permit Imprint account for future mailing
- **Registration Period:** Jan. 1, 2013 - March 31, 2013
- **Program Period:** April 1 - June 30, 2013
- **Credit Amount:** \$0.02 per mailpiece scanned

\*PRC approval pending (all dates subject to change)

## Emerging Technologies\*

- **Near-Field Communication:** Mail contains NFC smart tag or RFID chip enabling info transmission to mobile device
- **Augmented Reality:** Mail facilitates a user experience combining virtual & real time interactive, registered in 3-D
- **Authentication Component:** Mail enables user to complete identity/authentication process
- **Registration Begins:** June 1, 2013
- **Program Period:** Aug. 1 – Sept. 30, 2013
- **Discount Amount:** 2% of eligible postage

\*PRC approval pending (all dates subject to change)

## Picture Permit\*

- Mail contains customized permit indicia area with company logos, trademarks or brands (color images only)
- Pre-testing and design approval required
- **Registration Begins:** June 1, 2013
- **Program Period:** Aug. 1 – Sept. 30, 2013
- **Discount Amount:** Per piece fee waived

\*PRC approval pending (all dates subject to change)

## Product Samples\*

- Standard Mail® regular and Nonprofit marketing parcels containing product samples
- Trial size product (or other item) to incite recipients to purchase a product/service, form a belief/opinion, or take an action
- **Registration Begins:** June 1, 2013
- **Program Period:** Aug. 1 – Sept. 30, 2013
- **Discount Amount:** 5% off eligible postage

\*PRC approval pending, promotion will include new Product Samples offering available Jan. 2013 (all dates subject to change)



## Mobile Buy It Now\*

- Mobile barcode or similar print technology takes consumer to mobile optimized site for product purchase
- Tangible items that can be shipped via USPS products (delivery by the USPS not required).
- **Registration Begins:** September 15, 2013
- **Program Period:** Nov. 1 – Dec. 31, 2013
- **Discount Amount:** 2% off total postage

\*PRC approval pending (all dates subject to change)