

# USPS Promotions... and Postal Savings!

## Postal Increases Keep Coming

The postal rate increases that occurred in August 2021 and July 2022 were both large increases that hit mailers' budgets hard. Increases are now scheduled for every six months, with the next one in January 2023. Paper and labor shortages caused by Covid 19 have resulted in increasing production costs. Now inflation is further increasing material and labor costs compounding the situation.

## Participate in USPS Promotions

The Postal Service has offered promotions for the past few years that provide a postage discount and incent mailers to use new technologies that can enhance the mail.

USPS Promotions -

- Add value to hardcopy mail by incorporating new technologies
- Encourage the use of direct mail which keeps volume in the postal system
- Hopefully will lower the twice a year postal increases
- Provide a digital component to mail, as well as other revenue opportunities

In 2022 the USPS increased the percentage of postage savings for participating in many of the promotions and are planning similar promotions for 2023. Taking advantage of promotional opportunities are a great way to lessen the costs of postage as increases continue.

## 2023 Promotions

<p><b>First-Class Mail</b></p>	<ul style="list-style-type: none"> <li>• <b>Personalized Color Transpromo</b> – Incorporate color marketing messaging in mailed bills and statements to improve connection to and response from customers.             <ul style="list-style-type: none"> <li>• Promotion from February 1 - July 31 with a 3% discount and an incentive for CRM/BRM of 4%.</li> </ul> </li> <li>• <b>Reply Mail IMbA</b> – Using an IMbA on Business Reply Mail.             <ul style="list-style-type: none"> <li>• Promotion from July 1 - December 31 with a 3% discount for static IMbA and a 6% discount for serialized IMbA.</li> </ul> </li> <li>• <b>Retargeting Mail</b> – First Class Postcards that are mailed to people visiting a website or app.             <ul style="list-style-type: none"> <li>• Promotion from September 1 - November 30 with a 5% discount.</li> </ul> </li> </ul>
<p><b>Marketing Mail and First-Class Mail</b></p>	<ul style="list-style-type: none"> <li>• <b>Tactile, Sensory &amp; Interactive Engagement</b> – Enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.             <ul style="list-style-type: none"> <li>• Promotion from February 1 - July 31 with a discount increased to 5%.</li> </ul> </li> <li>• <b>Emerging and Advanced Technology &amp; Mobile Shopping</b> – Incorporates emerging technologies such as Enhanced AR, VR/MR, NFC, Video in Print, multichannel mail integration with voice assistants, while Mobile shopping integrates mobile technologies that facilitate convenient, seamless online shopping experiences.             <ul style="list-style-type: none"> <li>• Promotion from May 1 - November 30 with a 3 to 4% discount.</li> </ul> </li> <li>• <b>Informed Delivery</b> – Encourages the use of USPS Informed Delivery omni-channel feature. Mailers simply create a small color ride-along ad and a URL that directs the user to a digital experience before the mailpiece arrives in-home.             <ul style="list-style-type: none"> <li>• Promotion August 1- December 31 with a 4% discount.</li> </ul> </li> </ul>

## Informed Delivery for Direct Mail is a No Brainer!!

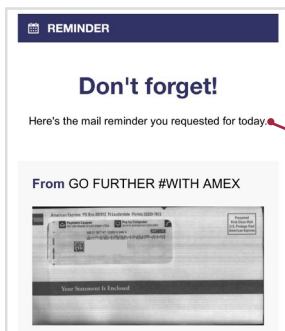
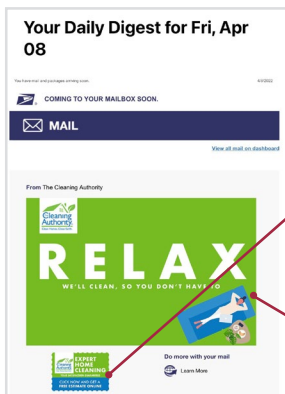
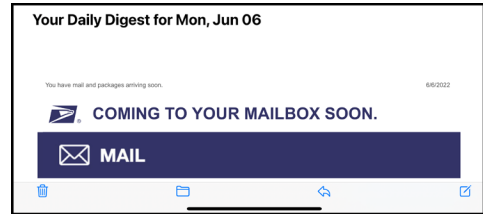
Many of J&Q's clients participated in informed delivery in 2022, and the opportunity continued in 2023. If your company is working with a mailing services provider, it is simple and low cost to create a color ride-along ad that links to a URL with the mailing's offer or information on the product or service.

## Major Postal Savings!

The discount for participating in the Informed Delivery Promotion was increased to 4% in 2022.

Based on J&Q clients who participated in Informed Delivery Promotion last year, this year J&Q will save clients over \$1.7 million. That's a lot of postage dollars saved that can be used to mail more packages!

### The Basics for an Informed Delivery Promotion



- **Ride-along image** – a small color ad that appears below the image of the mail piece in the recipient's Informed Delivery email.
- **URL** – links to the ride-along image and takes consumers to a website, landing page with the offer or a pass-through landing page to capture responses.
- **Optional Representative Image of the mail piece** – must closely resemble the front or back of the mail piece and replaces the grayscale scanned image of the piece.
- **New to Informed Delivery** – USPS has added a "Set a reminder" link under each package in Informed Delivery emails. This allows a date to be entered to remind you of that email package and offer.

You or your mail service provider will set up the campaign in the USPS Business Customer Gateway (BCG). During the promotion, the images and URL's must be approved by the USPS before mailing. The USPS will also provide a proof of the campaign for approval before mailing.

Don't miss out on postage savings, as well as adding a digital dimension to your mail. Contact us for more details on how to set up a campaign and earn up to 4% off your postage!