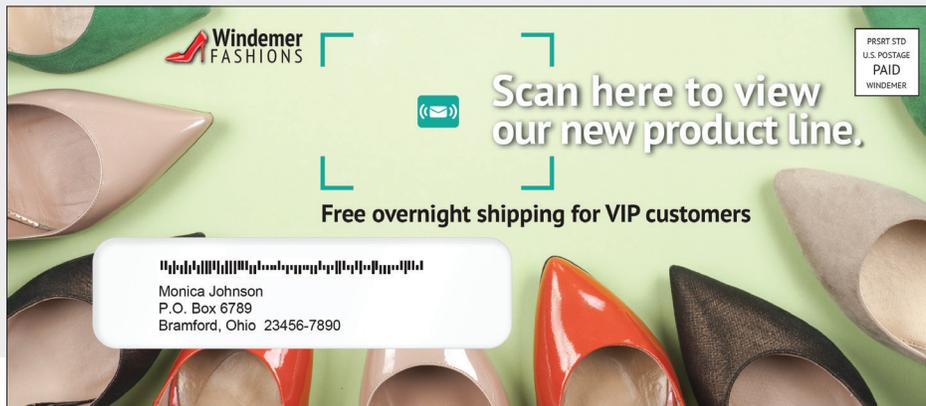


Mobile Shopping Promotion

DESCRIPTION

This promotion encourages mailers to feature integration with mobile technologies on their mailpieces.



This promotion is geared toward holiday shoppers. Give your customers or donors an easy way to give gifts while enjoying discounts from the USPS.

New Mailpiece Approval Process for 2021

1. The Program Office will review each mailpiece to verify the proposed technology, directional copy and all website/digital program requirements are met.
2. Submit mailpieces for review to MailingPromotions@usps.gov with:
 - A PDF attachment of the print-ready art file that includes the actual size of mailpiece.
 - One point of contact who will be responsible for the mailpiece during the approval process.
 - Revisions; any changes made to the mailpiece need to be reviewed again for approval.

QUESTIONS?

For additional information about this program, contact the Program Office at MailingPromotions@usps.gov or visit <https://postalpro.usps.com/promotions>.

2021

REGISTRATION PERIOD

Jun 15 to Dec 31

PROMOTION PERIOD

Aug 1 to Dec 31

DISCOUNT AMOUNT

2% of eligible postage

ELIGIBLE MAIL

- USPS Marketing Mail® letters and flats
- Nonprofit USPS Marketing Mail® letters and flats

MAILPIECE CONTENT REQUIREMENTS

1. **Mobile Technology:**

All qualifying mail must contain mobile print technology (see the New Technology for 2021 section in the sidebar for a complete list of approved mobile print technologies) that leads to a completely mobile-optimized website when scanned by a mobile device. If using a barcode or tag as the mobile print technology, it must measure at least 3/4 inch by 3/4 inch and be a minimum of 0.65 of an inch if a page contains multiple mobile print technologies on the same page.

2. **Mobile Print Technology Placement:**

The technology can be on the inside or outside of the mailpiece. Mobile print technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece. If technology is featured on the outside of the mailpiece, it cannot be placed on or in an order form, a detached address label, an unattached or blow-in card enclosed with the mailpiece, or a reply envelope or card.

3. **Directional Copy:**

The mailpiece must contain prominently displayed text near the mobile print technology or an image that provides directions regarding how to scan the print technology with specific information about the landing page. The text must be immediately adjacent to the print technology/engagement area so the consumer can see it. If the viewing experience is only available on a specific mobile device, the directional copy must clearly state on which platform and/or tool the experience is available.

This promotion offers nonprofits a way to use direct mail and technology to better engage donors.

New Technology for 2021

Voice assistants have been added as approved mobile print technology, in addition to:

- Open-sourced barcodes such as Quick Response (QR) Codes or Datamatrix Codes.
- Proprietary tags such as SnapTags or MS Tags.
- Images embedded with a digital watermark.
- Intelligent print image recognition such as Augmented Reality (AR) or Shoppable Video.

New Mobile Print Technology Placement for 2021

The mobile print technology cannot be in the fine print or small print part of the mailpiece.

New Website and Digital Requirements for 2021

- Opt-ins and pre-checked options have been removed from mailpiece requirements.
- If a pop-up is included on the linked website, there must be an option to close it.
- A guest checkout option is not required.



The sample mailpiece features a dark background with silhouettes of people. In the top left, it says "Metropolitan Civic Funds". In the center, there is a "SCAN HERE" icon with a QR code. To the right, it says "Scan here to see who you can help." In the bottom right, there is a white box with a barcode and the following text: "Monica Johnson, P.O. Box 6789, Bramford, Ohio 23456-7890". In the top right corner, there is a postage-paid stamp: "Non Profit Org U.S. POSTAGE PAID Bramford Ohio permit #261". At the bottom, it says "Be active. Support your community."

TENSION.COM

Mobile Shopping Promotion

WEBSITE AND DIGITAL SHOPPING REQUIREMENTS

The mobile print technology must lead the consumer to a mobile-optimized website, social media site or shoppable video where an advertised product can be purchased through a mobile-optimized shopping experience on a mobile device. Additionally, the destination page(s) must contain information relevant to the included mailpiece marketing message.



Your recipients can be taken to your offer with the help of a mobile print technology.

1. **Mobile-Optimized Site:**

The destination web pages must reside on a platform that contains or is integrated with checkout functionality for the related product.

2. **Social Media:**

Participants can use any mobile barcode format to link the recipient to a social media platform (such as Pinterest, Instagram, YouTube, Facebook, Twitter and Tumblr) with a "Buy Now" button.

3. **Shoppable Video:**

Shoppable video is a video that contains clickable spots where recipients can make a purchase without having to navigate to the retail website. Simply linking to video content is not adequate; the video must feature clickable options for the viewer to shop and make a purchase. Product fulfillment is available via USPS mailing or shipping services.

4. **Website Pop-Ups:**

The destination web page(s) must provide a way to bypass pop-ups.

5. **New for 2021 - Voice Assistants:**

The mailpiece must provide clear instructions that enable the recipient to engage with voice assistants such as Siri, Cortana, Alexa and Google Home/Nest to trigger a mobile-optimized shopping experience.

6. **Purchase Path Requirements:**

- *The recipient must be able to complete the purchase through a payment method (electronic, app-enabled QR Code payment).*
- *The checkout experience, including any payment pages, must be fully mobile-optimized.*

7. **Qualifying Products:**

Qualifying products are tangible, physical items that are shipped or mailed by a carrier. Charitable donations can qualify in some instances where the purchase is made through the initial barcode scan and subsequent mobile-optimized purchase path, and if there is a reply mechanism or mailed response.