

Mobile Commerce and Personalization Promotion: Mailpieces work harder for less.



Get a 2% discount on First-Class Mail® and Standard Mail® letters, flats, and cards by using mobile technology.

From July 1 through August 31, 2012, the Postal Service™ is offering business mailers an up-front 2% postage discount on presort and automation First-Class™ and Standard Mail letters, flats, and cards. To qualify, your mailpiece must include a mobile barcode that leads recipients directly to a mobile-optimized:

- 1 Web page to purchase a product or service featured in your mailing, or
- 2 Personalized URL (PURL) that is unique to the recipient and based on his or her data.

Mobile barcodes and PURLs connect you with consumers instantly.

- Mobile barcodes are two-dimensional (2-D) barcodes or print images that are readable by a mobile device when scanned with the appropriate application. This includes QR Codes®, digital watermarks, and SnapTags.
- A mobile barcode leading to a PURL sends recipients to a customized web page tailored to the individual. The web address and content are unique to each person who receives your mailing.

The promotion runs July 1–August 31, 2012, and has the following requirements:

- The mobile barcode must be readable by a mobile device and lead the recipient directly to a unique web page or to a mobile optimized web page.

- The page must allow the user to complete a financial transaction to purchase a product or service using the mobile device. Websites used for e-bill payment or regularly scheduled payments do not qualify.
- Participants must register on the Business Customer Gateway.
 - Mailer registration begins May 1, 2012.
 - Mail Service Provider registration begins June 10, 2012.
 - Registration for all participants ends August 30, 2012.
- With the exception of the Intelligent Mail® barcode (IMb™) full-service discount, only one incentive per mailing will apply.
- Mailings must be submitted electronically and tendered with postage paid through a Permit Imprint, Precancelled Stamp permit, or qualifying metered mail. Current methods of electronic documentation include: Mail.xml, Mail.dat, and Postal Wizard.
- Automation mailings must include an Intelligent Mail barcode.
- Mail must be tendered for acceptance during the promotion: July 1–August 31, 2012.
- The promotion discount must be claimed at the time of the mailing.
- Mailers must submit samples of the mailpiece at the time of mail acceptance and must retain an electronic or hard copy sample of the mailpiece until October 31, 2012.

Technology in mail:
Engages consumers
Integrates campaigns
Saves 2% on postage

IMPORTANT DATES:

Registration begins:
May 1, 2012

Promotional period:
July 1–Aug. 31, 2012

Register at:
<https://gateway.usps.com>

For more information, contact the program office via e-mail at mobilebarcode@usps.gov or visit usps.com/mobile-barcode

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