2017 MOBILE SHOPPING PROMOTION

CONTENTS

"The program requirements documents may be updated at various times. Please ensure you have the latest version from the RIBBS website."

2017 MOBILE SHOPPING PROMOTION

I. BACKGROUND AND PROGRAM DESCRIPTION

Program Background: Mail has the potential to offer greater value. To demonstrate that direct mail continues to be a relevant part of the marketing mix, the Postal Service is encouraging customers to adopt and invest in technologies that enhance how consumers interact and engage with mail. The 2017 Mobile Shopping promotion encourages mailers to integrate mobile technology with direct mail to create a convenient method for consumers to do their shopping.

Program Description: This promotion provides business mailers with an upfront two percent postage discount on Standard Mail® letters and flats. The mailpiece must include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website with the ability to complete a financial transaction. The recipient must be able to purchase an advertised product from the website. The mailpiece must contain text near the barcode or image that provides guidance—call to action--to the consumer to scan the barcode or image and conveys information about the landing page or links them to a social media "Buy Button".

II. PROMOTION AT-A-GLANCE

Registration Period:	June 15 through December 31, 2017
Program Period:	August1 – December 31, 2017
Discount Amount:	2% of eligible postage. The discount is calculated in *PostalOne!*® and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices. **Only one promotion discount can be applied to each mailpiece.**
Eligible Mail:	Standard Mail letters and flats Nonprofit Standard Mail letters and flats
Ineligible Mail:	All First-Class Mail Periodicals (includes Pending Periodicals mail) Bound Printed Matter Media Mail
Mailpiece Contents:	All qualifying mail must contain a barcode or other technology that allows the user to engage in an electronic shopping experience.

* Only one promotion discount can be applied to any one mailing. Applying multiple promotion treatments to a mailpiece *will not increase* the discount amount.

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

2017 Mobile Shopping Promotion

III. Eligibility Requirements

A. Mailpiece Pre-Approval

The Program Office **requires** that **ALL** mailpieces be sent for review via email to mailingpromotions@usps.gov. Each individual mailpiece must meet the program requirements. The promotions office responds to all inquiries **within 4 business days upon receipt.**

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review current year 2017 Program Requirements document to ensure that the mailpiece meets all requirements. Each mailpiece design is reviewed individually. If substantive changes are made to the mailpiece design, the revised mailpiece needs to be reviewed for approval.

B. Mailpiece Content Requirements:

Requirements Checklist
- ☒ **Mailpiece must contain print/mobile technology**
- ☒ **Mailpiece must have directional copy**

1. **Mobile Barcode or print/mobile Technology**: All qualifying mail must contain a mobile barcode or other equivalent print/mobile technology that when scanned by a mobile device leads to a complete mobile optimized website.

   Qualifying print/mobile technologies include one of the following:
   - open-sourced barcodes (such as a QR Code or Datamatrix code),
   - a proprietary barcode or tag (such as SnapTags or MS Tags),
   - an image embedded with a digital watermark, or
   - intelligent print image recognition (including an augmented reality experience) that takes you to a mobile shopping site.
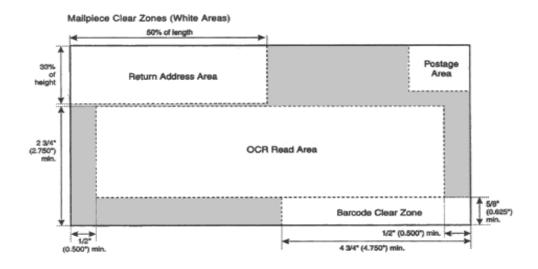
For further information on mobile barcodes see Appendix A

2. **Restrictions on Barcode Placement**
   The mobile barcode or other print/mobile technology can be placed on the inside or outside of the mailpiece. The barcode cannot be placed on a detached address label (DAL) or card that is not attached to or enclosed within the mailpiece (e.g., unattached blow-in card).

   The mobile-print technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece.

Further information can be found in Appendix B.

Mailpiece Clear Zones (White Areas)

3. Directional Copy Requirement: The mailpiece must contain text near the barcode or image providing guidance to the consumer to scan the barcode or image and information about the landing page. The text must be ***prominently*** displayed and immediately adjacent to the barcode to ensure a customer sees it. **The directional text and the visual cues from the landing page should clearly inform the recipient that the purpose of the barcode is to facilitate a purchase.** Examples include but not limited to:

a. "Scan here to shop our mobile website"
b. "Scan here to shop"
c. "To place an order Scan"
d. "Scan here to purchase"
e. "Social Buy Now" (must also include directional copy adjacent to the mobile barcode).

NOTE: If the mobile technology used is not compatible for all mobile devices, please state which devices are compatible for use (iPhone, Android, etc) on the actual mailpiece.

If the directional copy does not meet the requirement listed above for legibility and proper placement, it will not qualify.

Directional Copy

- **Directional copy is text near the barcode or image that provides guidance to the consumer to scan the barcode or image.**

- **It is important to have a clear call-to-action that accompanies the mobile barcode. Consumers will be more likely to scan your mobile barcode if you tell them what they can expect from doing so.**

Scan to Shop

Scan to purchase

Scan here to shop our sales prices

Scan to shop our mobile website

Scan to Buy Now

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C. Website/Digital Requirements

Requirements Checklist
- ☒ **Website Relevance**
- ☒ **Entire website must be mobile optimized**
- ☒ **Must be able to purchase a product**
- ☒ **Product must be a physical/tangible item**
- ☒ **Checkout experience must allow guest checkout**

1. Website Relevance

The destination (pages) must contain information relevant to the content of the marketing message included in the mailpiece.

2. Mobile Optimization

The destination web pages must reside on a website platform that contains or is deeply integrated with a checkout functionality that allows the customer to complete the purchase of the product referenced. The mailpiece must lead to a complete mobile optimized experience regardless of the plat form being used. For Social Buy Now, the mobile barcode must link to the appropriate social media platform with integrated "Buy Now" buttons.

For details about mobile optimization requirements see Appendix C.

3. Purchase Path

The mobile barcode must directly lead the recipient to a mobile optimized website where an advertised product can be conveniently purchased through a mobile optimized shopping experience on a mobile device.

NOTE: Pop ups/pop overs may not be presented before the customer gets to the purchase web site. If you are intending to use pop ups/pop overs for special offers/discounts we recommend the pop ups/overs are displayed during the shopping experience or at check out.

For purposes of this promotion, the recipient must be able to complete the purchase in one of the following ways:
- an electronic payment method (such as a credit, debit or prepaid card) made through the internet on the mobile device
- a person-to-person payment method (ex. PayPal) made through the internet on the mobile device
- Social Buy Now electronic payment or person to person made thru social media app using the "Buy Now" button

Check Out Experience
There must be a guest check out option available if the consumer does not have an account. However, for companies that require accounts for customized or personalized product purchases a guest checkout is not required. Companies expressing the need to do this must demonstrate how the purchase is a customized or personalized product.

The user selection shall not include any type of auto enrollment that is pre-checked. The customers must have the option/choice whether or not to enroll/sign up.

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Purchases from Social Media Sites
Participants may also use any mobile barcode format to link the recipient to a social media platform with the "Buy Now" button capability for a specific product(s) to make a purchase. For example, a mailpiece with a mobile barcode linking to:

    a. specific item on Pinterest with a "Buy Now" button or
    b. a board on Pinterest that includes item(s) with "Buy Now" button

The social media platform can include Pinterest, Instagram, YouTube, Facebook, Twitter, Tumblr, etc. If you are interested in using a social media platform other than these or you are uncertain if the design or technology meets the qualifications of the promotion and would like to have it reviewed, please contact the program office at mailingpromotions@usps.gov.

3. Product Requirements

For the purposes of this promotion, a product is *defined* as <u>a tangible and physical item</u> that needs to be distributed or manufactured and can be shipped via a mailing or shipping product offered by the Postal Service (delivery by the Postal Service is not required). Products that can only be fulfilled via private carrier example: local pizza delivery would not meet the requirements. Social Buy Now is strictly limited to tangible products.

Sale of Services and Charitable Donations
In some instances the sale of services and charitable donations may qualify for the promotion discount provided a financial transaction occurs at some point during the scanning of the mailpiece. One of these options must be done to qualify for the promotional discount. These mailings **mus**t meet all other promotion requirements and:

- an item such as a hard copy certificate, thank you note or voucher is mailed to the recipient upon purchase via the US Postal service (does not include invoices, billing statements or receipts), or the mailpieces contain a Business Reply Mail (BRM) or Courtesy Reply Mail (CRM) or Share Mail™ (Alternate Postage) enclosures.

    <u>Examples of Ineligible "Products" (include but are not limited to)</u>
    - Pay a bill (Bill me Later, etc)
    - Make payment online for prior purchases or recurring services
    - Auto payment
    - Sign up for email list, text messages or mailing list
    - Sign up for online billing or paperless statement services
    - Download a deal or coupon (and no hard copy certificate or voucher is mailed)
    - Enter a contest or sweepstakes
    - Sign up for a newsletter (electronic or hard copy)
    - Sign up for a subscription
    - Proxy stock vote
    - Take a survey
    - Confirm a reservation (like a doctor or haircut appointment)
    - Any link to a non-mobile optimized website
    - Download and/or receive text information such as directions/contact information
    - Link to sign-in page for online account
    - Link to webpage with information
    - "Like" or "share" on social network site
    - View a video
    - Link to phone number or make a phone call
    - Product for in-store pick-up
    - Credit Card/Credit Card Application
    - E-Gift Card
    - Insurance Quotes

D. Registration Requirements

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com). Promotion participants must complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion. It is recommended that mailers register several days in advance of the first qualifying mailing.

As part of the terms of participation, all participants must complete a survey about their participation in the promotion at the end of the promotion period.

A user guide for enrollment is available on our RIBBS pages at: https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/IncentiveProgramsEnrollmentGuide. pdf.

Auto Enrollment (for Mail Service Providers): Electronic documentation (eDoc) enrollment using Mail.dat or Mail.XML enables MSPs to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, *PostalOne!* will validate that the MSP CRID in the eDoc is enrolled as an MSP. The *PostalOne!* system will enroll the client(s) in the promotion based on the "Mail Owner" field data in the eDoc, and will only then calculate the discount if there are no system Warnings. *PostalOne!* will perform validations and generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, *PostalOne!* will process the eDoc and allow the mailing without failing the file. However, *PostalOne!* will not apply the promotion discount to the mailing.

For issues and concerns regarding enrollment or technical issues please contact PostalOne! at 800-522-9085 or postalone@email.usps.gov.

E.   Mailing Submission Requirements

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

Documentation/Postage Statement
Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard.

Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic MI** for the 2017 Mobile Shopping promotion.

Only one promotion discount can be applied to any one mailing. Applying multiple promotion treatments to a mailpiece *will not increase* the discount amount.

Participating mailers will be required to affirmatively claim this promotion in the Incentive Claimed section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

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Combined and Commingled Mailings

In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Promotion if:

- All of the pieces commingled in the mailing meet program requirements, or;
- The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that contain mobile barcodes.

If PostalOne! issues arise during the promotion period which prevent the timely finalization of Postage Statements in PostalOne! please follow the instructions illustrated in the PostalOne! External Contingency Plan:
https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/PostalOneExternalContingencyPlan.pdf

Mailing Date

Mail must be tendered for acceptance during the promotion period, August 1 –
December 31, 2017. **All promotion eligible mailings must be accepted and entered in PostalOne! no earlier than 12:00:00 AM on 08/01/2017 and no later than 11:59:59 PM on 12/31/2017 (the last day of the promotion).**

Plant-Verified Drop Shipment (PVDS) mailings that are verified
and paid for during the promotion period and qualify for the promotion will be accepted
at destination entry postal facilities through January 15, 2018, when presented with appropriate verification and payment documentation (PS Form 8125). A PVDS mailing
that qualifies for the promotion cannot have verification or the actual drop ship occur
prior to August 1, 2017. Any qualifying mailing that is accepted and paid for prior to August 1, 2017 is not eligible for the promotion discount.

Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and "Official Government Mail" mailings are not eligible for the promotion. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for an VAR/CVAR, then for Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: Only "Neither" is an option
- Precanceled: Only "Neither" is an option.

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
Standard Mail Regular Auto/PRSRT/CR Letters	0.12
Standard Mail Regular Auto/PRSRT/CR Flats	0.13
Standard Mail Nonprofit Auto/PRSRT/CR Letters	0.05
Standard Mail Nonprofit Auto/PRSRT/CR Flats	0.06

E. Requirements at mail acceptance and post- mailing

CHECKLIST
- ☒ **Mailer must provide a hard copy sample mailpiece at BME**
- ☒ **Mailer must retain a sample mailpiece for USPS post-mailing sampling**

At Mail Acceptance: The mailer must provide a hard copy, unaddressed sample of the mailpiece showing the placement of the mobile barcode, image, or tag and directional copy to the acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of the mobile barcodes, images or tags, etc. and directional copy.
- If pieces are variably printed, one sample that is representative of the mailpieces in the mailing may be presented.
- If the mailer is unable to print an unaddressed mailpiece the mailer should remove a piece from the mailing, remove the address (e.g. place a blank address label over the address) and submit it at mail acceptance. As an alternative, an addressed piece may be accepted if the mailer marks through the address and marks "USPS Promotion Piece Sample" on the piece.

Using the Self Service Terminal (SST):
Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and must certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU Clerk.

"This mailing has been identified as participating in an incentive program. By clicking *complete*, I certify that I am tendering a production mailpiece sample and postage statement to the acceptance employee for verification."

Post Mailing Requirements: The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements, to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until March 31, 2017, and if requested by the Postal Service, must forward the sample to the Promotion Program Office.
- If a mailing contains mobile barcode image, tag, and directional copy mail from multiple mailers, a sample of each mailer's mailpiece must be retained.

IV. TECHNICAL INFORMATION

Reminder: To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic MI** for the 2017 Mobile Shopping promotion. One of the parties in the by/for of the postage statement must be registered for the promotion.

For issues and concerns regarding enrollment, technical issues or claiming the discount, please contact the PostalOne helpdesk at 1-800-522-9085 or email: postalone@email.usps.gov

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V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.
Email: Mailingpromotions@usps.gov
Facsimile: 202-268-0238
Mail: US Postal Service
                       Attn: 2017 Mobile Shopping Promotion
                       PO Box 23282
                       Washington, DC 20026-3282

FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the Program Office, please use Postal products or services.

All PO Box mailings must include information about the sample, contact information and an email address for responses.

Information and resources will also be posted online at: https://ribbs.usps.gov/mailingpromotions

The Program Office responds to all inquiries within 4 business days upon receipt of samples in the promotion inbox mailingpromotions@usps.gov or the PO Box.

Be sure to take advantage of our RIBBS website for information and resources pertaining to our Promotions & Incentives**: CLICK HERE or go to:** https://ribbs.usps.gov/mailingpromotions.

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

Appendix A
Mobile Barcode and Print Technology Requirements

Mobile barcodes need to be a minimum of ½ inch by ½ inch and the placement needs to be with the marketing message. Please review section D. Restrictions on Barcode Placement to insure requirements are met.

APPS: If you are leveraging your own app to provide the barcode scanning the following rules apply:
- Provide PDF of actual mailpiece sample
- If the new content is not active, provide the current issue version for review
- Once the mailing is entered into the mailstream you would need to provide a PDF of the mailpiece sample

Examples of acceptable mobile barcodes: Example of digital watermark technology:

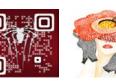Examples of acceptable color branded barcodes:

Color Banded Mobile barcode can be used and must be functional and incorporate **one** of the following:
- a. 2 or more colors
- b. a trademark or graphic that includes a color or multiple colors

QR Code Evolution: Capabilities have continued to evolve and provide marketers ways to apply new design and leverage additional analytical about the effectiveness of their campaign. Examples of new QR types include: Dotless, visual, voice etc.

Appendix B
Barcode Placement

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

Barcode Clear Zone
Barcode Clear Zone for Letters: The barcode clear zone for letters is defined in the Domestic Mail Manual (DMM®) section below. DMM design requirements (DMM Sections 202.5.1) must be met:

DMM® 202.5.1 Barcode Clear Zone: Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears an Intelligent Mail barcode with a delivery point routing code (see 708.4.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 708.4.4. The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:
- Left: 4 3/4" inches from the right edge of the piece
- Right: right edge of the piece
- Top: 5/8 inch from the bottom edge of the piece
- Bottom: bottom edge of the piece

A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at the link: http://pe.usps.com/text/qsg300/Q602.htm#1009536

Barcode Clear Zone for Flats: For flats, the mobile barcode should not be placed within 1/8" of the actual routing Intelligent Mail barcode.

Indicia Zone
The "Indicia Zone" is two inches from the top edge by four inches from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within two inches of the actual postage indicia when the indicia is not placed in the described "indicia zone."

Indicia Zone for Flats: For optimal processing, avoid placing the barcode, images, or tags in the destination address block and indicia.

Indicia Zone for Letters: The "Indicia Area" on letter mail is the top-right corner. The Postal Service's Barcode Sorters look for these Information-Based Indicia (IBI) codes in the zone 2" from the top edge x 4" from the right edge of the mailpiece. Barcodes, images, or tags cannot be used in this area.

Appendix C
Mobile Optimization

Why is design for mobile web different? Mobile users are …
- goal oriented, looking for a specific piece of information or task
- on the go, and may view content while walking
- viewing on smaller screens with tiny keyboards or touch screens

Copy
- **Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.
- **Use readable font**: it should be slightly larger than the font size used for desktop viewing, and kept simple font to ensure compatibility across devices
- **Make it action oriented**: use headings to break up blocks text so users can easily find what they're looking for, as they often have a specific piece of information or task in mind, and will scroll through pages quickly
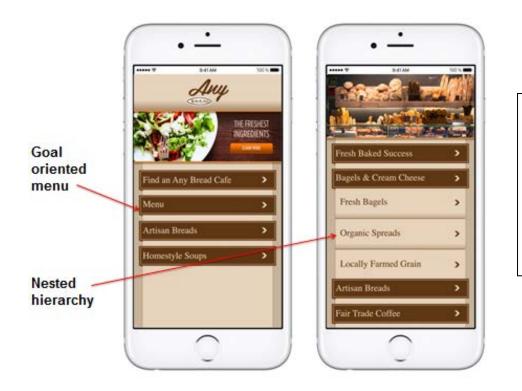
Navigation & Design
- **Use hierarchy, menus and drop downs**: these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing
- **Consider page orientation**: the design needs to work in both vertical and horizontal orientation
- **Include strong calls to action**: the more prominent, the better – mobile websites can be good conversion tools if well designed
- **Avoid accidental clicks**: design should be "thumb-friendly" with sufficient space between large buttons, avoiding frustrating navigation errors

Back-end
- **Make it compatible:** mobile sites need to be browser-independent, avoid elements like Flash that may not work on many devices, and take advantage of native content (
- **Constantly evolve:** use analytics tracking to understand what people are actually using your site for, and make that content easiest to access
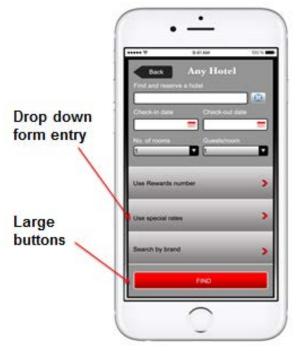
Mobile Optimized Sites

Goal oriented menu

Nested hierarchy

Why is design for mobile web different? Mobile users are …

- goal oriented, looking for a specific piece of information or task
- on the go, and may view content while walking
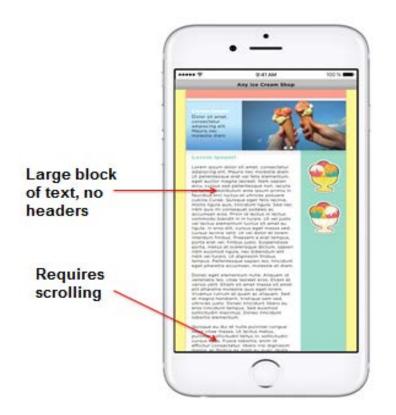- viewing on smaller screens with tiny keyboards or touch screens

Drop down form entry

Large buttons

Call to action

Copy

- **Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.
- **Use readable font**: it should be slightly larger than the font size used for desktop viewing, and kept simple font to ensure compatibility across devices
- **Make it action oriented**: use headings to break up blocks text so users can easily find what they're looking for, as they often have a specific piece of information or task in mind, and will scroll through pages quickly

Appendix C
Mobile Optimization
Continued

Non Mobile Optimized Sites

Large block
of text, no
headers

Requires
scrolling

Navigation & Design

- **Use hierarchy, menus and drop downs**: these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing
- **Consider page orientation**: the design needs to work in both vertical and horizontal orientation
- **Include strong calls to action**: the more prominent, the better – mobile websites can be good conversion tools if well designed
- **Avoid accidental clicks**: design should be "thumb-friendly" with sufficient space between large buttons, avoiding frustrating navigation errors

Back-end

- **Make it compatible:** mobile sites need to be browser-independent, avoid elements like Flash that may not work on many devices, and take advantage of native content (
- **Constantly evolve:** use analytics tracking to understand what people are actually using your site for, and make that content easiest to access.

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<div align="center">

**Appendix D
Promotion Check List**

</div>

Have you met the program requirements? Make sure your review/preapproval will be successful.
Complete the checklist below:

☐ Directional copy

☐ Scannable Mobile barcode

☐ Scan leads to a mobile optimized site (from beginning of shopping experience through the checkout process)

☐ Scan takes you directly to a purchase **site relevant to the mailpiece message**

☐ Able to make purchase

☐ Have a guest check out

☐ Able to complete purchase