

DYK

DID YOU KNOW SERIES

SPECIAL DELIVERY

PREVIEWING THE 2023
USPS PROMOTIONS

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THE
PAPER
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DID YOU KNOW?

THE 2023 USPS PROMOTIONAL PROGRAMS

The USPS promotional programs for 2023 have been announced, and this year's incentives feature an exciting lineup of annual favorites *and* some new promotions to help marketers push the envelope when it comes to engaging, delighting and interacting with customers. These promotions can sneak up on you, but luckily we have the information you need on this year's incentives to help you strategize now.

HOW TO TAKE ADVANTAGE OF THESE PROMOTIONS

In order to take advantage of USPS mailing promotions and incentives, your company must first enroll in their Business Customer Gateway,

which acts as a one-stop shop where you manage all your promotions. Enroll for these promotions at postalpro.usps.com/promotions.

VISIT THE NEW HOME OF ACCENT

Our new website has everything you need to know about what's possible with Accent Opaque® paper: accentopaque.com



RESOURCES

For marketing materials from brochures to postcards, we suggest Accent® Opaque. Check out all the basis weights and finishes at accentopaque.com

SOURCES

¹ <https://www.goinspire.co.uk/whitepapers/converting-abandoned-baskets/>

Let's look at the promotions that are returning this year, and then we'll look at a couple of the new and combined promotions for 2023.

TACTILE, SENSORY AND INTERACTIVE ENGAGEMENT



February 1 — July 31, 2023 | First-Class Mail® letters, cards and flats; USPS Marketing Mail™ letters and flats; Nonprofit USPS Marketing Mail™ letters and flats

This year's promotion comes with a 5% discount for direct mail campaigns that use components like specialty inks, sound chips, zip strips, scented papers *and* scented envelopes. Register by January 31.

PERSONALIZED COLOR TRANSPROMO



February 1 — July 31, 2023 | First-Class Mail presort and automation letters

This program offers discounts of up to 4% and encourages mailers to infuse their personalized bills and statements with vibrant color for increased effectiveness. Register by January 31.

INFORMED DELIVERY®



August 1 — December 31, 2023 | First-Class Mail letters, cards and flats; USPS Marketing Mail letters and flats; Nonprofit USPS Marketing Mail letters and flats

Marketers can receive a 4% discount for using this omnichannel tool that allows recipients to digitally preview and manage mail and soon-to-arrive packages. Register by July 31.

EMERGING AND ADVANCED TECHNOLOGY PROGRAM AND MOBILE SHOPPING [UPDATED]



May 1 — November 30, 2023 | First-Class Mail letters, cards and flats; USPS Marketing Mail letters and flats; Nonprofit USPS Marketing Mail letters and flats

This promotion encourages connecting direct mail and the digital space. Integrating technology like augmented reality and basic voice assistant can save you 3%. Integrations like advanced voice assistant and video in print can save you 4%. Register by May 31.

RETARGETING [NEW]



September 1 — November 30, 2023 | First Class Mail cards

Retargeting offers a 5% discount to marketers that send postcards to website or mobile app visitors that do not convert on an offer — and this is key as “studies indicate adding a direct mail touchpoint can double reactivation.”¹