



Promotion Benefits You Don't Think About

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Making Better Happen®

NATIONAL POSTAL FORUM | MAY 3-6, 2026 | PHOENIX, AZ

Agenda

- ▶ USPS Promotion Calendar/Highlights
- ▶ Promotion Benefits
 - Postage Discount
 - R&D Testing
 - Performance Driven Strategy
- ▶ New Concept Ideas – TSI & Integrated Tech
- ▶ Data Availability
- ▶ 2027 Promotion Outlook
- ▶ Q&A

2026 Promotions Calendar

■ Registration Period
 ■ Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
Integrated Technology 5% Discount	NOV 15, 2025													DEC 31
	Pick your start date for 6 consecutive months													DEC 31
Tactile, Sensory & Interactive 5% Discount	OCT 15, 2025													JUN 30
	JAN 1													JUN 30
Continuous Contact 5% Discount	FEB 15													DEC 31
	APR 1													DEC 31
First-Class Mail Advertising 5% Discount	JULY 15													DEC 31
	SEPT 1													DEC 31
Catalog Insights 10% Discount	AUG 1, 2025													JUN 30
	OCT 1, 2025													JUN 30

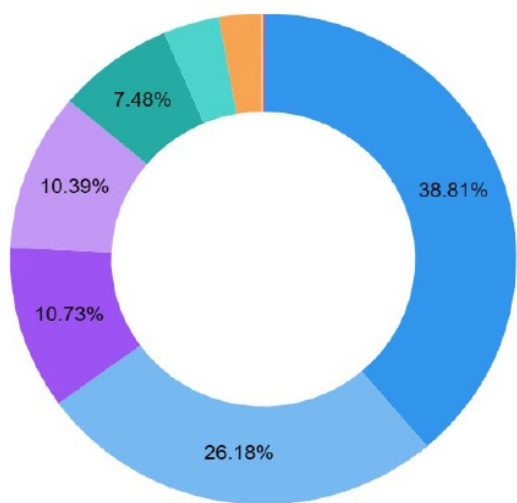
Add-Ons
 Additional discount to a promotion, available all year long
 ▶ Informed Delivery: +1% To mailer | +0.5% Credit to eDoc submitter
 ▶ Sustainability: +1%



2025 Mailing Promotions Portal (MPP) Preapprovals

- MPP preapproval submissions grew 76% in CY25 vs CY24 from 47,842 Service Requests to 84,363 SRs

Promotion Preapprovals CY25



- Continuous Contact Promotion
- First Class Mail Advertising Promotion
- Informed Delivery Add-On
- Reply Mail IMbA Promotion
- Integrated Technology Promotion
- Sustainability Add-On
- Tactile Sensory Interactive Engagement Promotion
- Emerging & Advanced Technology Promotion
- Catalog Insights Promotion

CY25 SRs	
Informed Delivery Add-On	32,743
Integrated Tech Promo	22,089
Tactile Sensory Interactive Promo	9,056
Sustainability Add-On	8,765
Catalog Insights Promo	6,309
FCM Advertising Promo	3,024
Continuous Contact Promo	2,268
Reply Mail IMbA Promo	106
Emerging Tech Promo	3
TOTAL	84,363

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Promotion Benefits

- ▶ The obvious – postage discounts
- ▶ The not so obvious...
 - Allows you to test new concepts and formats while still saving on postage
 - Evaluate opportunities to drive performance improvement, not just a discount
 - Additional data sources to monitor campaign engagement
 - Stick out in the mailbox
- ▶ Many are looking for the lowest cost impact to participate in postal promotions, but that often results in little-to-no change in campaign performance.

The Power of Direct Mail Marketing



Cost Efficient



84% of marketers agree that direct mail provides the highest ROI of any channel they use.¹



Cost Per Acquisition of Direct Mail is \$19.²

Compare to: \$16-\$18 Mobile & Social, \$21-\$30 Paid Search, & \$41-\$50 Internet Display

Effective



Every 8 out of 10 customers have taken measures to limit their digital behavior, which has led to lower engagement with digital tactics.³



53% of U.S. consumers aged 18-34 search for brands online after receiving direct mail, and those aged 35+ visited the brands website.⁴



Direct mail achieves an **80-90% open rate**, surpassing email's 20-30% performance.⁵

1. Lob State of Direct Mail 2024
2. Modern Postcard, Direct Mail Statistics 2023
3. Deloitte Connected Customer Survey 2023
4. PebblePost, Power of Direct Mail in 2024
5. PostGrid Direct Mail Statistics That Will Convince You To Invest In It, 2024

Where the Power of Direct Mail comes from – A True Story

- Lessons taught to me by my now, 4 year old Grandson



Americans' Daily Habit : Arrive-Retrieve- Review

If the daily letter carrier's visit to the home can create such anticipation and wonder starting with a 3 year old....



USPS Mail Moment –The most valuable intangible asset

Think like a Tactile Media Channel ; Enable more access to it as it gets reimaged

- The Mailbox Is a Privileged, Low-Noise Environment
- Habit + Trust = Marketing Credibility at Scale
- The Habit Enables Automatic Multi-Person Reach
- Defining the Asset Economically: “Habit-Embedded Attention”
 - Like pre-acquired attention
- Habit Creates Predictable, Measurable Engagement Windows
 - A reliable, repeatable moment of consumer receptivity
 - Don’t even have to rent it, - it already exists
- Platform –level asset that is ubiquitous, durable, non-replicable, transferable
 - Digital channels must constantly relearn, retarget, or reacquire attention.
 - USPS-delivered mail inherits attention automatically.

Bottom Line

Why this matters and provides the “Why “behind promotions

- The American habit of checking the mailbox is not nostalgia—it is **behavioral infrastructure**.
 - It delivers into a **standing ritual of attention, trust, and presence**
- That daily consumer behavior—quiet, repeated, and taken for granted—is one of the **US Postal Service’s greatest intangible assets** and a foundational reason **mail continues to outperform expectations as a marketing channel** in a digital-saturated world.
- This can reframe USPS’ description as a delivery utility to:
 - **The nation’s most stable “attention delivery network infrastructure”**

Great way to Self Fund R&D projects

- As a Mail Owner/Marketer budgets are tight, yet promotions can be a way to position as your own 7% carve out for new R&D to boost performance
 - After all you are not mailing just to earn postage discounts
 - You are mailing for performance so hone in on ideas that do have the potential for boosting response and conversion results.



Promotion Incentives combined at 7%

- Is like getting a free test mailing.
- The item or treatment I wish to test is paying for itself with the promotion discounts I earn.
- What would I like to test that has not been in the budget?
 - Ted-C
 - Stand out in the mailbox
 - Personalized QR code and a unique landing page prefilled out for each prospect

Everybody's Budgets are Tighter...

- So you might as well optimize performance to meet your P&L forecast
 - Reinvestment of that money to boost performance vs a cost reduction save
 - It allows you to learn quicker than you otherwise might with a risk averse approach



Here's what Risk Averse approach yields..

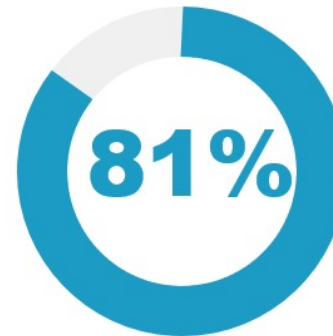
- ***Nothing stands out in the Mailbox*** because everyone went for the least expensive solution to participate in TSI
 - ▶ Vertical Grooved Letters
 - ▶ Spot Gloss
- **Be Strategic- How far can I push it to see what's possible?**
 - ▶ Trailing Edge Die-Cut
 - ▶ Scented Varnish
 - ▶ Clean Release Cards
- If you are going to be **BOLD**- then make sure your strategy aligns with your company brand and desired user experience.

OMNICHANNEL SUCCESS TIP 1

DELIVER A FEELING

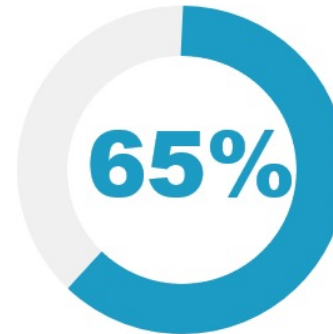
There's nothing like the real thing.

A direct mail promotion with rich texture and material puts the product in the consumer's hands—transforming how they engage with your campaign online and offline.



**81% OF
CONSUMERS**

FAVOR A PRODUCT THEY CAN
SMELL AND TOUCH OVER ONE
THEY CAN ONLY SEE¹



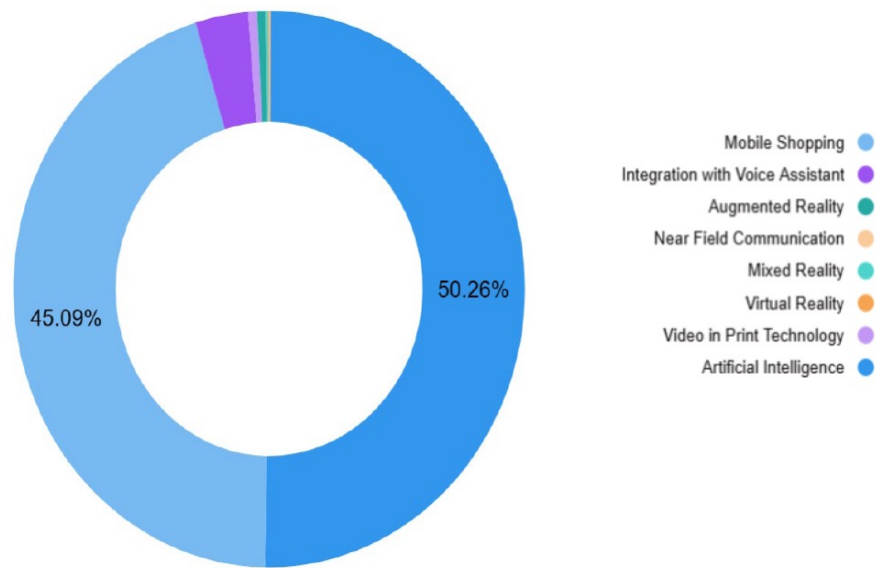
**65% OF
CONSUMERS**

CAN RECALL MEMORIES
ASSOCIATED WITH SCENTS
AFTER 12 MONTHS¹

1. SG360

USPS Integrated Tech Submissions

CY25 Integrated Technology Submissions by Technology



- ▶ 95% submissions for Mobile Shopping or Artificial Intelligence
- ▶ Many AI users looking for the least generative content as possible to qualify
- ▶ Opportunity to stand out

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Augmented Reality



Uses a QR code trigger on the mail piece



Augmented Reality (AR) Requirements

Augmented Reality is an interactive experience that depicts real world objects which are enhanced digitally using 3-D technology in a physical world.



Technology Triggers

-  Apps
-  QR code® or Barcode

- Must Include**

 - 3D elements, images, or modules
 - Animation
 - An interplay between the physical (mailpiece) and the digital that actively uses the user's perspective
- Non-Eligible**

AR excludes the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button. 2-dimensional AR images do not qualify.
- Examples**

 <p>Dive into your next trip with ABC Travel!</p> <p>Scan this QR code® to splash in the pool before you arrive.</p>	 <p>Want to go deeper into the ocean?</p> <p>Download our ABC Travel app to explore our favorite boat tours.</p>
<p>QR code® on mailpiece directs customers to an interactive experience</p>	<p>QR code® opens up app store to download branded AR experience</p>

QR code takes recipient to a 3D experience that interacts with the mailpiece; includes animation where the recipient spends more time with the mailpiece to engage



Augmented Reality - Benefits

Key benefits associated with the use of AR-enabled direct mail include:

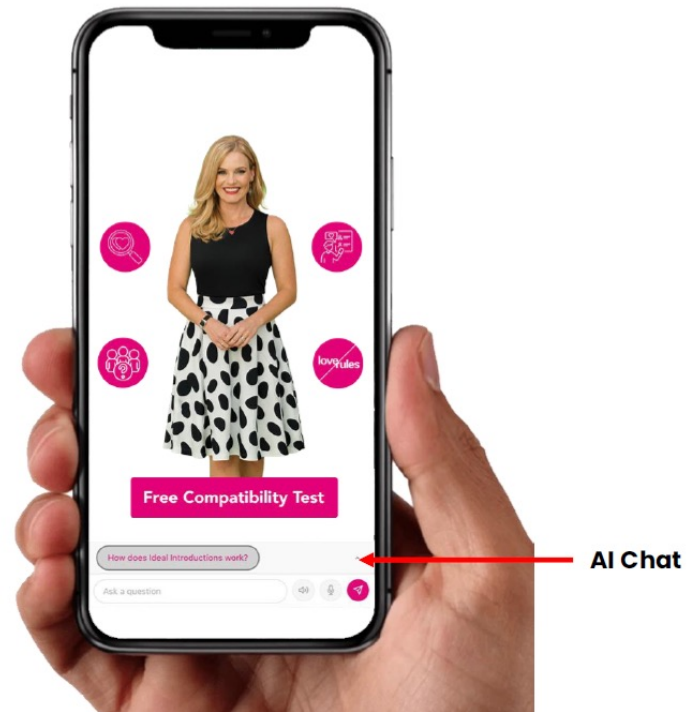
- ▶ Engaging and interactive
- ▶ Provides memorable brand experiences
- ▶ Stands out from traditional content
- ▶ Focused and controlled
- ▶ Highly personalized
- ▶ Data rich
- ▶ Cost effective
- ▶ Accessible to engage with



Improved Response

- Personalized direct mail campaigns integrated with AR see a 15% higher response rate than generic ones (IgnitePOST)
- Using 3D AR technologies in customer shopping experiences can increase your conversion rates by up to 40%. (ThreeKit)
- AR provides 70% higher levels of memory encoding than non-AR interactions (Source: Layered)

Use Case > **Ideal Introductions with AI Chat**



- QR code to AI Chatbot qualifies for Integrated Tech

Cost per Acquisition Models with Improved Conversions

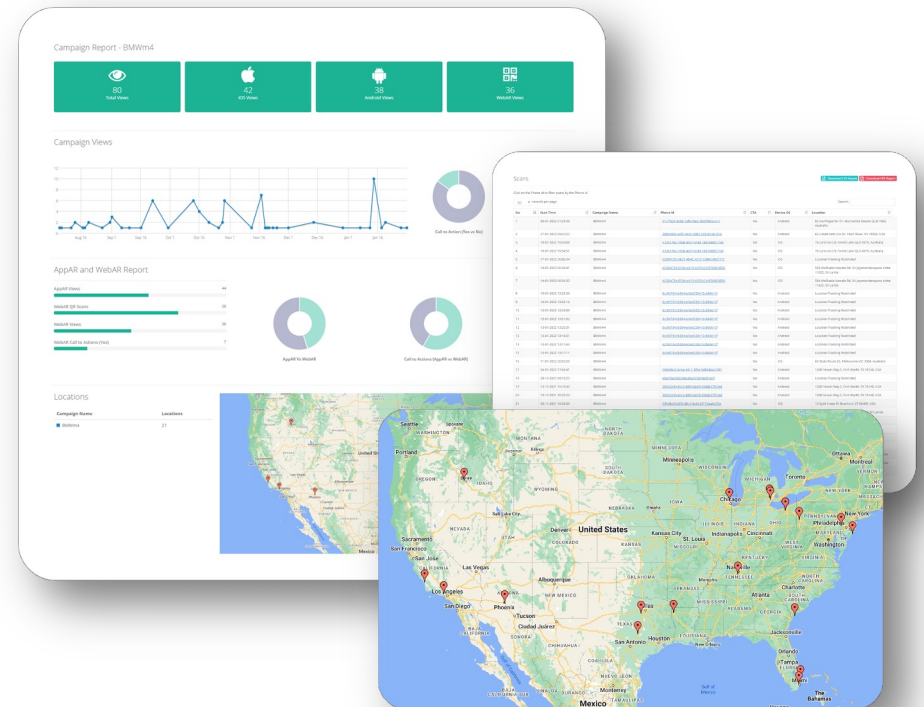
Control Campaign		Augmented Reality Campaign	
Volume	1,000,000	Volume	1,000,000
Production Costs	\$0.250	Production Costs	\$0.250
Postage	\$0.355	AR Costs	\$0.006
Promotion Discount	\$0.025	Postage	\$0.355
Total Job Cost	\$580,150.00	Promotion Discount	\$0.025
		Total Job Cost	\$586,150.00
Response Rate	1%	Response Rate	1.06%
Conversion Rate	20%	Conversion Rate	20%
# of Conversions	2,000	# of Conversions	2,120
Cost Per Acquisition	\$290.08	Cost Per Acquisition	\$276.49

Higher cost per piece but better response = lower CPA

Campaign Activity Data

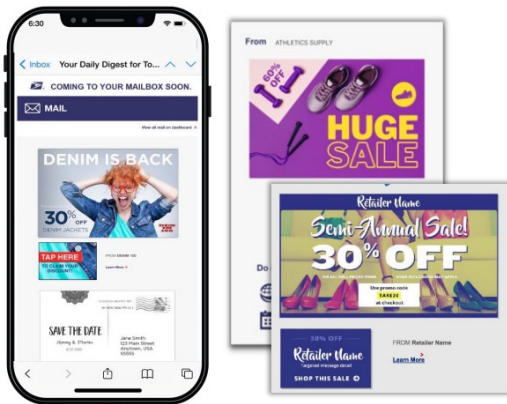
Recipient activity data collected during an Augmented Reality interaction can include:

- Date and time of content views
- Duration of content view
- Device IP address and IP location
- GPS location
- CTA date, time, and URL
- Individual recipient activity tracking



Informed Delivery – What do I know about?

- ▶ My ID Subscribers in my target audience?
- ▶ How do they align with my responders and sales?
- ▶ Why can't I easily test Representative image vs Ride Along Image on different segments?
- ▶ Different CTA on different segments?



Leveraging ID Beyond the Discount:

- ▶ Utilize the free post-campaign reports to evaluate engagement
- ▶ Match ID data back to mail list and analyze trends
- ▶ Test representative images and different call to actions
- ▶ Test unique landing pages
 - ▶ Click-to-call
 - ▶ Augmented Reality experience
 - ▶ AI assistant or sales agent

USPS Post Campaign Reporting

Summary Report

BRAND_DISPLAY_NAME	CAMPAIGN_TITLE	CAMPAIGN_CODE	MAILPIECE	EMAILS	EMAIL_OPEN	EMAIL_OPEN_RATE	CLICK_THROUGH	CLICK_THROUGH_RATE
Your Brand Name	W2019	Winter Sale	11,091	7,612	4,683	61.521	31	0.28

Detailed Report

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
	BRAND_DISPLAY_NAME	MAILER_ID	CAMP_CODE	CAMP_TITLE	SUBMITTER_CODE	START_DATE	END_DATE	START_MAIL	END_MAIL	MID_MAIL	ZIP5	MAILPIECE_ID	DELIVERY_DATE	EMAIL	WHEN_SENT	WHEN_RECEIVED	IMAGE_POSITION	WHEN_CLICKED	WHEN_SOURCE	RECORD_TYPE
1	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	06001	83859967	31-OCT-20	65250134	31-OCT-20	31-OCT-20	1			Open Details
3	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	06001	83859967	31-OCT-20	65250134	31-OCT-20	1				Email
4	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	06001	83859967	31-OCT-2017	05:00:00						Piece
5	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	06001	83859982	31-OCT-2017	05:00:00				31-OCT-20	WEBSITE	Click Details
6	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	06001	83859982	31-OCT-20	65250134	31-OCT-20	31-OCT-20	1			Open Details
7	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	06001	83859982	31-OCT-20	65250134	31-OCT-20	1				Email
8	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	06001	83859982	31-OCT-2017	05:00:00						Piece
9	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	20175	88418145	06-NOV-20	69517384	06-NOV-20	06-NOV-20	1			Open Details
10	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	20175	88418145	06-NOV-20	69517384	06-NOV-20	1				Email
11	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	20175	88418145	06-NOV-2017	05:00:00						Piece
12	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	20175	88418147	06-NOV-2017	05:00:00				06-NOV-20	EMAIL IMA	Click Details
13	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	20175	88418147	06-NOV-20	69517384	06-NOV-20	06-NOV-20	1			Open Details
14	Your Brand	000000	Winter Sale	W2019	00000000	2017-10-2	2017-11-1	00083232	00268670	10651100	20175	88418147	06-NOV-20	69517384	06-NOV-20	1				Email

Informed Delivery – Sample Data Analysis

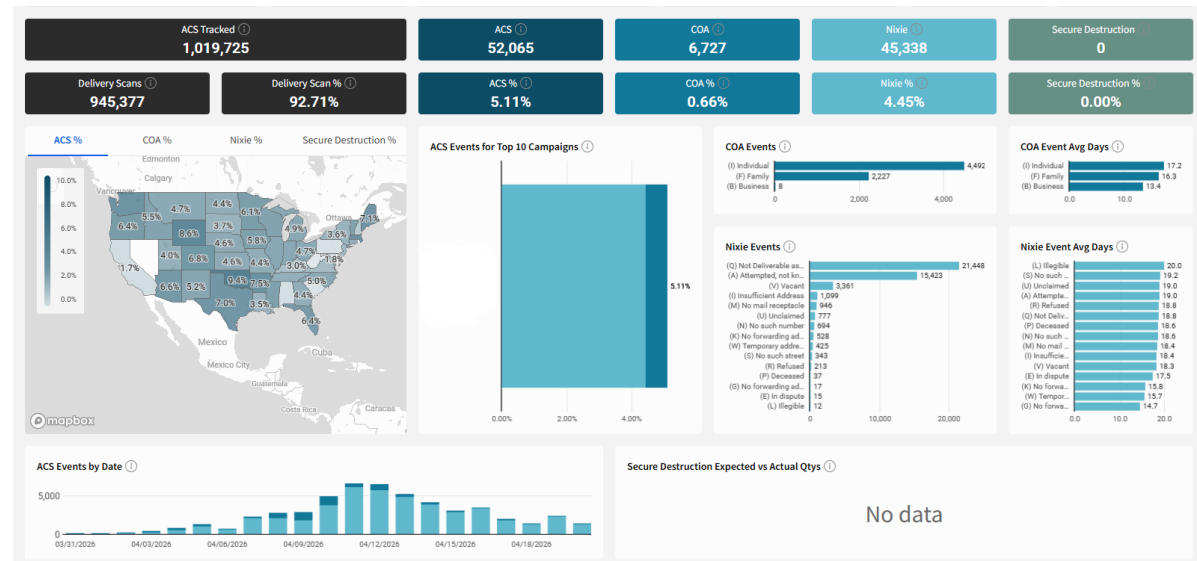
- We had our analytics team sample 1% of our previous 12-months of ID data to identify if there are notable distinguishing characteristics
 - 61% email open rate
 - 35 Mail Owners categorized into five verticals (Insurance, Financial, Home Services, Marketing, Other)
 - Compared ID data against 45 household characteristics
- **Findings:**
 - Head of Household Education: 7% higher open rate for graduate-educated HoH
 - Length of Residence: 7-12 month had highest open rate (6% more likely to open)
 - State of Residence: Virginia had the highest open rate from our sample data

As long as you are monitoring closely

- Tracking mail via IV and IMb Tracing
 - Reinforcing the message via other channels
 - Level load and forecast back-end call center
 - Trigger follow-up emails following confident in-home delivery
- Great time to test Full-Service ACS to reduce waste
 - You already have everyone's buy in to change the creative for Promotion compliance.
 - Add an endorsement and change the STID for ACS services
 - Improve your performance by reducing waste
 - Look at real results of campaigns based on what actually got delivered to the intended recipient.

ACS Improves Visibility of Address Quality

- ACS provides data not always identified through other address hygiene tools
- Fix your CRM and House database
- Reduce wasted costs by lowering UAA
- Create a feedback loop before you create a bad customer /prospect experience for your brand



Proposed 2027 Promotions

Registration Period
Promotion Period

Promotions	2027	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Integrated Technology 5% Discount Marketing Mail First Class Mail	📅 NOV 15, 2026 DEC 31												
	📅 PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS DEC 31												
Tactile, Sensory & Interactive 5% Discount for complex finishes 3% Discount for standard finishes Marketing Mail First Class Mail	📅 OCT 15, 2026 JUN 30												
	📅 JAN 1 JUN 30												
NEW Direct Mail Discovery 40% Discount off first 5,000 pieces 5% Credit to eDoc submitter Marketing Mail	📅 FEB 15 SEPT 30												
	📅 APR 1 SEPT 30												
NEW Impact Messaging 5% Discount Marketing Mail First Class Mail	📅 MAR 15 SEPT 30												
	📅 MAY 1 SEPT 30												
First-Class Mail Advertising 5% Discount First Class Mail	📅 FEB 15 DEC 31												
	📅 APR 1 DEC 31												

Add-Ons Additional discount applied to Promotions all year round.			
Informed Delivery	+	1% to Mailer	Sustainability
	+	0.5% Credit to eDoc Submitter	+ 1% to Mailer

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Recap

- ▶ Promotions are a critical opportunities for postage discounts, but can also promote new ideas and performance improvement
- ▶ Testing...Testing...Testing
- ▶ Look for ways to stand out in the mailbox
- ▶ Leverage data sources for new insights and direction for further growth

Questions and Thank You!

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Come see IWCO and Mail-Gard in booths 639 and 641!



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