

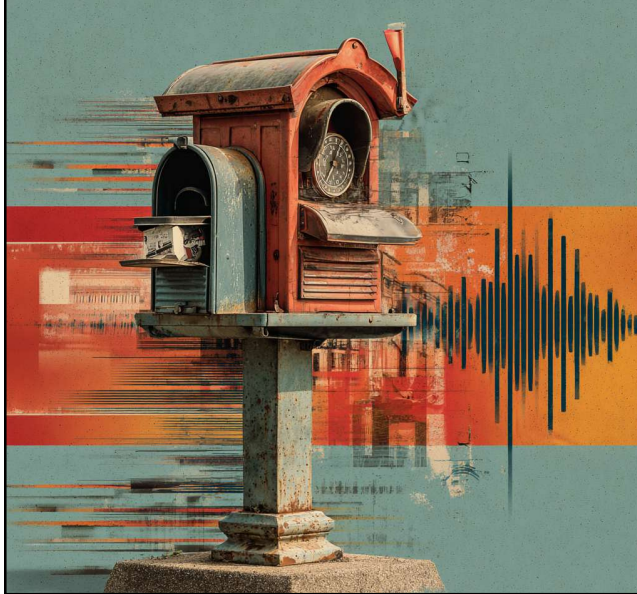


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## QUICK PULSE CHECK



Some questions to consider as we move through today's session:

- Are USPS Promotions currently part of your conversations with clients?
- Do you promote them proactively — or only when a campaign happens to qualify?
- Do you see them more as a compliance task, or as a marketing opportunity?

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## THE REAL VALUE OF USPS PROMOTIONS



Not just savings –  
campaign performance  
boosters



Drive engagement &  
trackable digital  
touchpoints



Generate ROI

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## USPS PROGRAM EXAMPLES

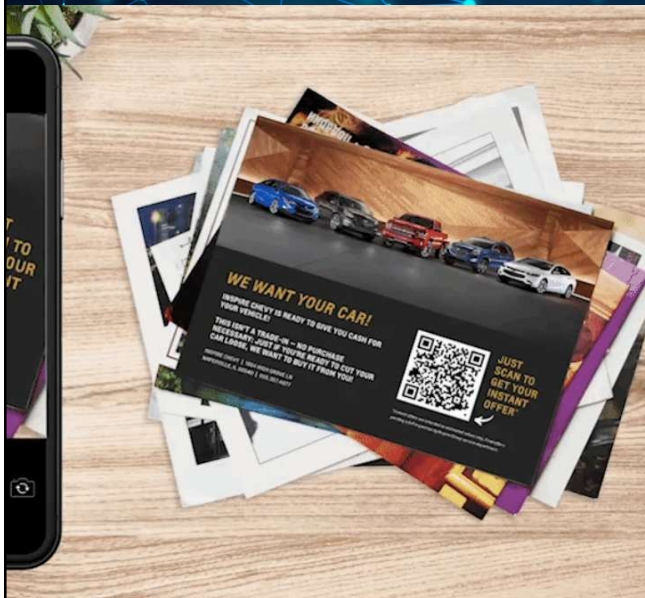


### Tactile & Interactive:

- Reward?
  - Increased engagement
  - 5% discount for 2026
- Ideal Use Case:
  - Ideal for brands that want to stand out in the mailbox and create a premium feel.
- Stats:
  - Studies show that 38% of recipients state that physical properties of mail influence how they feel about the sender.

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## USPS PROGRAM EXAMPLES



### Integrated Technology:

- Reward?
  - 5% discount for 2026
  - 3% discount in 2025
  - Increased engagement
- Ideal Use Case:
  - Brands looking to bridge physical mail to digital actions like shopping, signup, video or app download, etc.
- Stats:
  - Studies show that adding QR codes to a mail piece can lift response rates by 34%.
  - Mail pieces incorporating augmented reality can see response rates jump from 2-3% up to 35%

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# USPS PROGRAM EXAMPLES

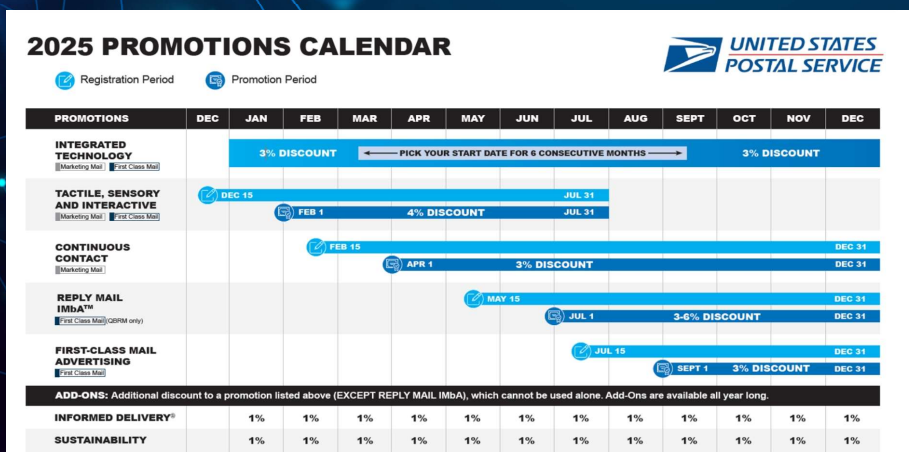


## Informed Delivery:

- Reward?
  - Increased engagement
  - 1% discount when paired with a promotion
- Ideal Use Case:
  - Brands looking to amplify physical mail with trackable digital touchpoints.
- Stats:
  - When physical mail is combined with a corresponding digital campaign, response rates go up 37%

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# TIPS TO GET STARTED



○ Start with the promotions calendar

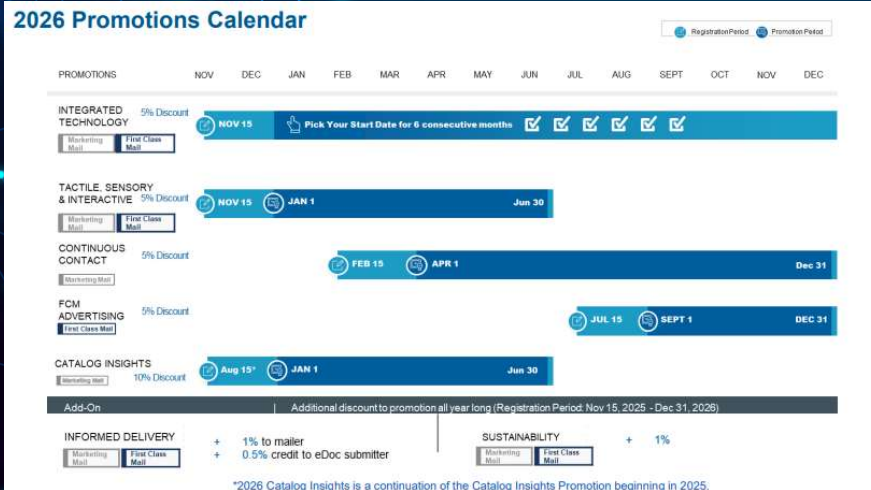
○ Know the submission deadlines

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# TIPS TO GET STARTED

## 2026 Promotions Calendar



2026 promotions are a 5% discount

Catalog promotion is a 10% discount starting Oct 2025

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# TIPS TO GET STARTED



## UNDERSTAND THE REQUIREMENTS, NOT JUST THE DISCOUNT

Use USPS Guidebooks for reference  
Look to industry experts



## USE PAST CAMPAIGNS TO YOUR ADVANTAGE

Reuse proven formats or messaging for faster approvals



## INVOLVE YOUR CLIENTS EARLY ON IN THE PROCESS

Start promo conversations during campaign planning

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# CREATING REVENUE

## PROMOTIONS SUPPORT

ARE YOU  
LEVERAGING  
USPS POSTAL  
PROMOTIONS?



### Features:

- USPS Promotion Registration
- Asset Compliance Review
- Submission & Approval Tracking

### Revenue Stream Options

- ◉ Charge an additional cost per piece
- ◉ Charge a flat fee per mailing or campaign
- ◉ Include an onboarding/setup fee

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# CREATING REVENUE

## ENGAGEMENT BOOSTER



### Features:

- Informed Delivery setup
- Preview email image & ride-along support
- Performance Snapshot

### Revenue Stream Options

- ◉ Charge an additional cost per piece
- ◉ Charge a flat fee per mailing or campaign
- ◉ Include an onboarding/setup fee

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## WHY THE MSP IS THE KEY PLAYER



USPS markets to mail owners – but MSP's execute



Your role – strategy, setup, mail execution



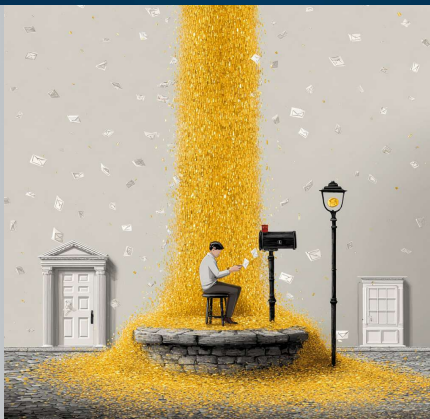
You're uniquely positioned to show results

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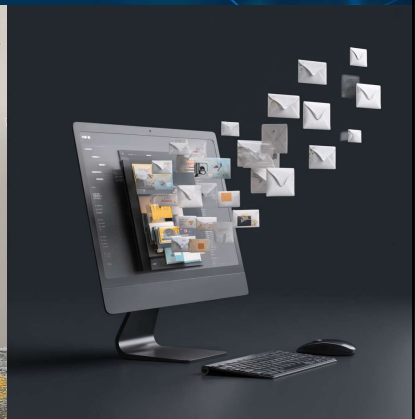
## FINAL KEY TAKEAWAYS



Promotions = more than discounts – they're strategy tools



MSPs are essential to driving value



Start small, track results, scale up.

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