

2023 PROMOTIONS CALENDAR



USPS Marketing Mail® and First-Class® Mail Products



First-Class® Mail Service



Registration Period



Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
TACTILE, SENSORY AND INTERACTIVE		JAN 9	FEB 1					JUL 31					
PERSONALIZED COLOR TRANSPROMO		JAN 9	FEB 1					JUL 31					
EMERGING TECHNOLOGY <small>(now includes Mobile Shopping)</small>				MAR 15		MAY 1						NOV 30	
REPLY MAIL IMbA™						MAY 15		JUL 1					DEC 31
INFORMED DELIVERY®							JUN 15	AUG 1					DEC 31
RETARGETING								JUL 15	SEPT 1			NOV 30	

2023 PROMOTIONS – WHAT'S NEW

TACTILE, SENSORY, INTERACTIVE

- Discount: Increase
- New eligibility: Scent on the outside of the envelope



Discount: 5%

PERSONALIZED COLOR TRANSPROMO

- Timeframe: Moved from Jul – Dec to Feb – Jul
- Eligibility: Add CRM/BRM inclusion incentive
- Discount: Add tier for reply mail inclusion



Discount: 3% or 4%

EMERGING TECHNOLOGY (NOW INCLUDES MOBILE SHOPPING)

- Combined promotions
- Timeframe: Increase to 7 mos. (May – Nov)
- Discount: Increase tier pricing



Discount: 3% or 4%

REPLY MAIL IMBA



- Encourage reply mail customers to adopt IMbA static or serialized barcodes.



Discount: 3% or 6%
(on inbound reply mailpiece scanned)

INFORMED DELIVERY®

- Incentive for eDoc submitters



Discount Mailers: 4%
eDoc Submitter: 0.5%

RETARGETING



- Incentivizes marketers to send out a postcard to a recent website or mobile app visitor that didn't convert.



Discount: 5%