

# 2012 Holiday Mobile Shopping Promotion

## *Frequently Asked Questions*

### I. BACKGROUND & PROGRAM DESCRIPTION

#### 1. What is the Holiday Mobile Shopping Promotion?

The Holiday Mobile Shopping Promotion provides business mailers with an upfront two percent postage discount on Standard Mail® and First-Class Mail® letters, flats and cards (presort and automation) that:

- includes a mobile barcode or print/mobile technology that can be read or scanned by a mobile device
- leads the recipient to a mobile optimized shopping website
- includes text near the barcode or image providing guidance to the consumer to scan the barcode or image and/or information about the landing page
- leads the recipient to a webpage that allows the recipient to purchase an advertised product on the mobile device (***the sale of services will not qualify***)

Mailers may also qualify for an additional 1 percent rebate on the postage of their qualifying mailings if a portion of their orders are fulfilled via Priority Mail® with Delivery Confirmation between November 9, 2012 and December 31, 2012.

#### 2. Where can I find the requirements to participate in the promotion?

Program requirements can be found on RIBBS, <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>. It is recommended that you read this document first.

### II. PROGRAM PARAMETERS

#### 3. What are the key promotion dates?

**Registration Period:** September 15 through November 21, 2012  
**Program Period:** November 7 through November 21, 2012  
**Fulfillment Period:** November 9, 2012 through December 31, 2012  
**Rebate Claim Period:** January 1, 2013 through February 15, 2013

### III. REGISTRATION REQUIREMENTS

#### 4. Do customers who are currently enrolled in the current Mobile Commerce & Personalization Promotion have to register again to participate in the Holiday promotion? I heard that they were trying to tie them together to cut down on paperwork.

Customers will need to register online again for this promotion if they are interested in participating. Participants and/or mail service providers (MSPs) must register on the Business Customer Gateway (BCG) via the [Incentive Programs Service](http://gateway.usps.com) (gateway.usps.com) and agree to promotion terms at least 2 hours prior to presenting the first qualifying mailing and specify which permits and/or Customer Registration IDs (CRIDs) will be participating in the promotion. The url link for the gateway is: <https://gateway.usps.com/bcg/login.htm>. Customers who registered for the Mobile Commerce & Personalization Promotion would simply log on to the BCG, select the Incentive Programs link, then the Holiday Mobile Shopping Promotion link to register. There is no need to request access for services.

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## IV. MAILING SUBMISSION REQUIREMENTS

### 5. How does the Postal Service™ verify that I have placed the barcodes on my mailpieces?

The Postal service is verifying the presence of mobile barcodes on mailings in two ways:

- a. At the time of mail acceptance, the mailer must provide a hard copy, unaddressed sample of the mailpiece showing the placement of the mobile barcode to the acceptance clerk. If a mailing contains mobile barcode mail 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 barcode.
- b. During the promotion period and after the promotion has ended, the Postal Service will conduct a random sample of mailpieces that qualified for the discount. All customers who receive the discount must retain an electronic or hard copy sample of the mailpiece until January 31, 2013 and if requested by the Postal Service must forward such sample to the Mobile Barcode Promotion Program Office.

### 6. If I do not receive the discount at the time of mailing, is there a process to receive the discount later as a credit or rebate?

No. All discounts must be claimed at the time of acceptance and payment. There is no process to claim the rebate after the mailpieces have been accepted by the Postal Service.

### 7. To qualify for the 1% postage rebate, the customer must prove that an order was shipped via Priority Mail with Delivery Confirmation during the promotion period, what proof/documentation do you require?

Customers are required to submit the Rebate Claim form to declare the 1% rebate. The form requires customers to provide specific information for each fulfillment piece. Such information includes the Mailing Date, Permit Type, Permit#, Customer Reference ID, the Priority Mail postage amount and the Priority Mail Delivery Confirmation Number, The Claim Form can be downloadable from RIBBS and the Business Customer Gateway, Incentive Program Service.

Additional documentation that must be accompanied by the Claim Form include: eVS reporting, Shipper Postage Statements, Click N Ship receipts or print confirmation, electronic manifest files, PC Postage Vendors documentation, If you use a consolidator or shipping vendor their USPS postage statements and company invoices which they provide to you are also acceptable. Use the Holiday Mobile Shopping promotion code "USPS2012HMSP" or the dedicated USPS Mailer ID associated to the Holiday Mobile Shopping Promotion, 901098311.

### 8. Can offering current customers the opportunity to sign up for additional services that can be added to their bill qualify for the promotion?

Not if the only available option are for services. The sale of services alone does not qualify.

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## V. MAILPIECE/MAILING CONTENT REQUIREMENTS

### 9. What does “mobile optimized” mean?

A mobile optimized website is a version of the Website that is designed specifically for small smartphone screens. Mobile optimized sites have:

- more compact layout
- less copy
- fewer/smaller images
- streamlined navigation



Google shows 57% of users won't recommend a business if it has a poorly designed mobile site, while 40% will turn to a competitor's site after having a bad mobile experience.

*DMNews.com, "Pinpointing Mobile Search," July 2012*

### 10. What are examples of mobile barcodes?

There are many different types of codes, some of which are listed below.



Data Matrix



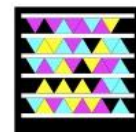
QR Code



Snap Tag

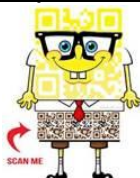


EZcode



Microsoft Tag

### Examples of creative mobile barcode executions:



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**11. Are gift card, tickets (ie. orchestra performance) and magazine or newspaper subscription purchases eligible for the promotion?**

If the gift cards, tickets or publications are fulfilled via physical home delivery (via USPS or other carrier), they would qualify for the promotion.

**12. I have a print technology that is not described in the program requirements but takes a user to a webpage on a mobile device and I believe meets the overall requirements. Would this be eligible?**

These scenarios will be evaluated by the program office on a case by case basis. Contact the program office at [mobilebarcode@usps.gov](mailto:mobilebarcode@usps.gov) to have your scenario reviewed.

**13. Is there any way that my pizza delivery service or any delivery food service can use this? I do not think so, but asking anyway. Kids like to use their smart phones.**

Food delivery services would not qualify for the Holiday Mobile Shopping Promotion, because the product they sell cannot be shipped.

**14. If a mobile barcode directs someone to the Apple App Store or Android Marketplace to download a free application, will that satisfy the mobile commerce requirements? What if purchases can be made from the app once it is downloaded?**

The download of a free app would not satisfy the requirement, even if purchases can be made from the downloaded app. The mobile barcode must link directly with a website that facilitates mobile commerce and allows the recipient to complete a financial transaction.

**15. The requirements state that the barcode must lead the recipient to a web page “that allows the recipient to purchase an advertising product or service.” Does the offer for a free booklet qualify since it is not actually a purchase?**

That would not qualify under the mobile commerce option. The mobile barcode must lead to a website that allows the recipient to complete a financial transaction for the purchase of the advertised item.

**16. What if there are multiple mobile barcodes in a mailpiece but not all of them meet the program requirements? For example, if a barcode on the cover leads to a mobile optimized shopping site but a barcode inside the mailing leads to a product demo, would that disqualify the mailing?**

As long as at least one of the mobile barcodes meets the program requirements, the mailing will qualify for the promotion discount.

**17. What if there are multiple advertisers in the same mailpiece but only one advertiser uses a mobile barcode?**

If there are multiple companies placing advertising within one mailpiece and only one of the companies uses a qualifying mobile barcode in its advertisement, the entire mailpiece will qualify for the discount. It is prohibited, however, to place a barcode on a mailpiece leading to the purchase of products or services that have no relevance to any companies that have placed customer communications or advertised in the mailpiece.

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## VI. RESTRICTIONS ON BARCODE PLACEMENT

### 18. Why must there be text near the barcode or image?

That text, called directional copy, is part of mobile marketing best practices. This copy is used to explain what the code is, what it does and why and how the consumer should scan it. This simple element will help and encourage consumer participation.



### 19. The mobile barcode incentive “rules” states the following: “The mailpiece must also contain text near the barcode or image providing guidance to the consumer to scan the barcode or image.” Are there any specifics regarding what this text must state? Or is it simply, “Scan the barcode at the right to reach our mobile website” type language?

There are no specific requirements for the content of the directional text. It should merely provide some information and direction to the recipient about the mobile barcode.

## VII. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

### 20. How does the Postal Service™ verify that I have placed the barcodes on my mailpieces?

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### 21. What kind of supporting documentation is needed if a business customer uses Endicia or Stamps.com as a tool to ship their Priority Mail shipments in order to receive the 1% rebate?

All PC Postage vendors’ standard invoices for USPS shipments are acceptable forms of documentation. These invoices must accompany the fulfillment Claim Form.

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## VIII. TECHNICAL INFORMATION

### 22. Where do I find the information that I need to prepare electronic files or meet the eDoc requirements?

Electronic files can be submitted using Mail.dat<sup>®</sup> or Mail XML. For detailed technical information, please refer to RIBBS at

[https://ribbs.usps.gov/index.cfm?page=intelligentmail\\_schedule/documents/tech\\_guides/june2012/tech\\_specs.htm](https://ribbs.usps.gov/index.cfm?page=intelligentmail_schedule/documents/tech_guides/june2012/tech_specs.htm)

### 23. Last year we submitted one Master Postage Statement but were able to track the volume that was eligible for the discount through the Cust Ref ID. Will this type of setup work for the Holiday Mobile Shopping Promotion?

Yes, especially for combined mail where the owner is identified for each statement, in the electronic file, use the MPA record, Customer Reference ID field. Generation of the postage statements will separate the mailing such that all pieces on a postage statement that have the mobile barcode can be tracked separately.

## IX. PROGRAM OFFICE CONTACT INFORMATION

### 24. Where can I learn more about the 2012 Holiday Mobile Shopping Promotion?

For additional information about the promotion, you may contact the program office at:

**Email:** [mobilebarcode@usps.gov](mailto:mobilebarcode@usps.gov)

**Facsimile:** 202-268-0238

**Mail:** US Postal Service  
2012 Holiday Mobile Shopping Promotion  
Post Office Box 23282  
Washington, DC 20026-3282