

# **MOBILE COMMERCE AND PERSONALIZATION PROMOTION**

## **Frequently Asked Questions**

### **I. BACKGROUND AND PROGRAM DESCRIPTION**

#### **1. What is the Mobile Commerce and Personalization Promotion?**

Similar to last year's Mobile Barcode Promotion, the **Mobile Commerce and Personalization Promotion** seeks to continue to build awareness of mobile technology and demonstrate to mailers how mobile barcodes can increase the value of mail. The promotion provides business mailers with an upfront 2% discount on Standard Mail® and First-Class Mail® letters, flats, and cards (presort and automation) that include a two-dimensional (2-D) barcode or equivalent print technology that can be read or scanned by a mobile device and allows the recipient to complete a financial transaction or leads the recipient to a personalized web page. The technology must directly lead the recipient to either:

- A mobile optimized webpage that allows the recipient to purchase an advertised product or service through a financial transaction on the mobile device. The entire purchase and checkout experience must be mobile optimized.

OR

- A mobile optimized and personalized web page that is tailored to an individual recipient. For each mail recipient, the web address and content of the web page must be unique.

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

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

#### **3. What is the intent of the FAQs?**

These FAQs are intended to supplement the program requirements.

### **II. PROGRAM PARAMETERS**

#### **1. When does the promotion begin?**

The promotion begins on July 1 and ends on August 31, 2012.

#### **2. Do I have to apply/register to participate in the Promotion?**

Yes, the Mobile Barcode Transaction Promotion requires advance registration on the [Business Customer Gateway](#). Participants and/or mail service providers must register on the Business Customer Gateway and agree to promotion terms at least 24 hours prior to the first qualifying mailing and specify which permits and/or CRIDs will be participating in the promotion. As part of registration, mailers agree to participate in a survey about the promotion on the Business Customer Gateway. Registration opens May 1, 2012 and will continue throughout the promotion period. Mail service providers who wish to enroll their customers in the promotion cannot register until June 10<sup>th</sup>. The URL link for the Gateway is <https://gateway.usps.com/bcg/login.htm>

#### **3. Once I register, how do I participate?**

Submit qualifying Standard Mail or First-Class Mail letters, flats or cards electronically during the specified promotion period using Permit Imprint, Meter or Precanceled Stamp payment methods to the Business Mail Entry Unit (BMEU) for acceptance, and meet all other promotion requirements.

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## 4. How is the discount calculated and applied?

Postage prices as listed in the published [Price List \(Notice 123\)](#) apply to the mailing and the mobile barcode discount is applied to those eligible prices. The mobile barcode discount is calculated in *PostalOne!* and applied to the mailing statement at the time of mailing. The 2% mobile barcode discount is deducted at the line-item level from the eligible postage amount that is paid at the time of mailing.

Letters		Price	No. of Pieces	Subtotal Postage	Discount Total	Fee Total	Total Postage
A5	5-Digit						
A6	3-Digit						
A7	AADC						
A8	Mixed AADC						

Subtotal Postage multiplied by the discount amount (2%) displays in the Discount Total column; the calculation occurs for each line of the postage statement). If residual, single piece First-Class Mail pieces are included on the postage statement of presort and automation mailings, the mailing will not be disqualified from the promotion, but the residual pieces will not receive the discount.

The “Incentive/Discount Flat Dollar Amount” on Line 3 of the Postage Statement is not used for the Mobile Commerce and Personalization Promotion.

## 5. Can I receive multiple incentives on the same mailpiece?

Each mailing is eligible for only one incentive per mailpiece, per postage statement. “Workshare discounts,” such as destination entry prices or Intelligent Mail® barcode (IMb™) full-service discounts are part of the published price schedule and are not considered incentive discounts. If all other program requirements are met, these mailpieces can qualify for the promotion discount.

## 6. I have a First-Class Mail presorted mailing that contains some residual pieces that are paying the single piece First-Class Mail price. Can these qualify for the discount?

If residual, single piece First-Class Mail pieces are included on the postage statement of presort and automation mailings, the mailing will not be disqualified from the promotion, but the residual pieces will not receive the discount.

## 7. Does Media Mail, Bound Printed Matter or Periodicals qualify for the promotion?

No, the promotion is limited to (automation and presort) First-Class Mail and Standard Mail letters, cards and flats.

## 8. Can Periodical mailing with a Standard Mail enclosure qualify for the promotion?

If the Standard Mail is a Ride-Along and the postage is paid on the Periodicals postage statement, it will not qualify for the promotion. If the Standard Mail portion is paid for as a Standard Mail enclosure and is paid on a separate form 3602 Standard Mail postage statement, that portion of the mailing may qualify for the discount. All mailpieces on the Standard Mail postage statement must contain an eligible mobile barcode and meet all other program requirements.

## 9. Do pending periodicals qualify for the Promotion?

Pending Periodicals mail is prepared under Periodicals mail requirements and processed as Periodicals mail. As such, for the purposes of the Mobile Commerce and Personalization Promotion, pending Periodicals are considered to be Periodicals mail and are not eligible for the discount.

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## **10. Is there a minimum mail volume required to participate?**

There are no minimum volumes required to participate. However, the mailer must still meet the minimum applicable volumes required for the category and class of mail as outlined in the Domestic Mail Manual (DMM®).

## **11. Is there a limit on the number of times a mailer can receive a discount?**

No. So long as all other promotion requirements are met, there are no limits on the number of times a mailer can receive a discount.

## **12. Is there a limit on the number of mailings that can be submitted (for each permit) for the discount?**

No. There are no limits so long as all other promotion requirements are met.

## **13. Is there a cap on the total amount any mailer can receive during the promotion period?**

No. There are no limits or caps on the total discount that any mailer may receive.

### **III. REGISTRATION REQUIREMENTS**

#### **1. If I'm a mail service provider can I sign up my customers and myself?**

Beginning June 10, 2012, mail service providers can register for the promotion and subsequently submit electronic files to enroll their customers. The customer must be identified in the By/For field in order for the *PostalOne!* system to enroll your customer. As the mail service provider you must register on the Business Customer Gateway at least 24 hours in advance of the 1<sup>st</sup> qualifying mailing (refer to the [PostalOne! Release Notes](#)).

If you intend to participate both as a mail service provider and mail owner, select the Mail Service Provider role and enroll all of your Customer Registration IDs (CRIDs) (no sooner than June 10, 2012). Most importantly, always use a registered (MSP) CRID in the "By" field and the appropriate mail owner ID in the "For" field when you are enrolling a customer to avoid conflicts.

When you are submitting your own mailings and you provide one of your own CRIDs in the "For" field, the system recognizes this as "mailing for self" and you are participating as a mail owner.

#### **2. Must a Mail Owner apply for their own MID and CRID?**

The CRID and/or MID must be used to identify the Mail Owner to comply with the B/For identification requirement.

Mail owners who are using the Business Customer Gateway already own CRIDs. Both the MID and CRID are obtained through the Business Customer Gateway by the mail owner. The CRID is automatically assigned when creating a business account on the Gateway. Selecting the "Profile" link, located at the top of the Gateway homepage, displays the CRID. To obtain a Mailer ID, a customer (after successfully creating a business account) logs in the Gateway then requests the Mailer ID service. While in the Mailer ID service, the "Request Mailer ID" button is displayed; the customer must then follow the prompts.

Mail service providers can request a Mailer ID (MID) or CRID on behalf of the Mail Owner through the Mailer ID exception process and using Mail.XML (refer to [Mailer ID webpages on RIBBS](#)).

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## IV. MAILING SUBMISSION REQUIREMENTS

### 1. 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 qualifying for the discount in two ways:

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.

The second type of verification occurs during the promotion period and after the promotion period has ended; the Postal Service will conduct a random sampling 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 October 31, 2012, and if requested by the Postal Service must forward such sample to the Mobile Barcode Promotion Program Office.

One sample must be retained for each individual mailing that qualifies for the discount. If a mailing contains mobile barcode mail from multiple mailers, a sample of each mailer's mailpiece must be retained.

If the mobile barcode links to a webpage that goes inactive prior to October 31, 2012 a screenshot of the website must be retained and forwarded to the program office if requested.

### 2. Can the POSTNET™ barcode be used to claim automation prices?

Mailings of automation letters or flats must have Intelligent Mail® barcodes. Mailpieces with POSTNET™ barcodes claiming automation prices will not be eligible for the price reduction.

### 3. 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.

### 4. If I present meter mail and affix postage at the lowest qualifying rate, can I claim the discount out of the net postage due?

Meter mail must be submitted with the reduced postage rate affixed at the time of mailing. No discounts will be provided after the mailing has been presented. For the reduced postage rates, refer to the program requirements document that can be found on [RIBBS](#).

### 5. Can postage be paid and mail be accepted earlier than July 1, 2012, as long as it doesn't deliver to the USPS until 7/1?

No, if the mailing date is not within the promotion period (July 1 through August 31, 2012), the discount will not be applied. For any qualifying mailing that is accepted and paid for prior to July 1<sup>st</sup>, the *Postal One!* system will process the statement without the discount.

### 6. The Meter prices provided—are they per oz. or a flat price regardless of weight?

The affixed prices for metered postage would be for each piece for Standard Mail. For First-Class Mail flats, it would be just for the first ounce, and additional postage would have to be affixed for each additional ounce after the first ounce. For First-Class Mail letters, since the first 2 ounces are the same price, additional postage would be affixed for any letters over 2 ounces.

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## V. MAILPIECE/MAILING CONTENTS REQUIREMENTS

**1. 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.

**2. The requirements state that the barcode must lead the recipient to a web page “that allows the recipient to purchase an advertised 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.

**3. For mailers without a mobile optimized website, could they build a mobile micro site that promotes a specific product or group of products (or services)?**

Yes, this would qualify as long as all program requirements are met and the entire experience – including the checkout function – is mobile optimized.

**4. Is there a difference between mobile-friendly websites and mobile optimized sites?**

Yes. For purposes of this promotion, a mobile-friendly website means that the webpage is formatted to fit within a Smartphone screen (and thereby avoids the need to reduce text size or scroll horizontally to view the entire page). Mobile-friendly sites do not qualify for the promotion discount. A mobile optimized website is a different version of the webpage that is designed specifically for small smartphone screens. Mobile optimized websites tend to have a more compact layout, less copy and less use of images, and streamlined navigation. In order to qualify for the promotion the website must be redesigned for mobile viewing. If the website is merely shrunk to fit a smartphone screen, but no other changes have been made, it will not qualify for the discount.

**5. 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.

**6. 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.

**7. If I’m a Mail Service Provider (MSP), can I place a barcode on a mailpiece directing the recipient to my website to purchase my products or services?**

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The marketing information relayed in the mobile barcode must be relevant to the contents of the mailpiece. Barcodes directing customers to websites to purchase products and services unrelated to the mailpiece content do not qualify for the discount.

**8. The mobile barcode incentive “rules” state 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.

**9. 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.

## VI. RESTRICTIONS ON BARCODE PLACEMENT

**1. Can a mobile barcode be placed on a Detached Address Label (DAL)?**

Mobile barcodes placed on a detached address label do not qualify for the discount.

## VII. REQUIREMENTS AT MAIL ACCEPTANCE AND POST MAILING

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

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During the promotion period and after the promotion period 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 October 31, 2012, and if requested by the Postal Service must forward such sample to the Mobile Barcode Promotion Program Office.

One sample must be retained for each individual mailing that qualifies for the discount. If a mailing contains mobile barcode mail from multiple mailers, a sample of each mailer’s mailpiece must be retained.

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## VIII. TECHNICAL INFORMATION

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## 1. Where do I find the information I need to prepare electronic files or meet the eDoc requirements to claim the Mobile Barcode Promotion?

Electronic files can be submitted using Mail.dat® or Mail.XML. For detailed technical information, please refer to [RIBBS](https://ribbs.usps.gov/intelligentmail_schedule/documents/tech_guides/june2012/techspecs.htm) at [https://ribbs.usps.gov/intelligentmail\\_schedule/documents/tech\\_guides/june2012/techspecs.htm](https://ribbs.usps.gov/intelligentmail_schedule/documents/tech_guides/june2012/techspecs.htm)

## 2. 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 Mobile Commerce and Personalization 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 divide such that all pieces on a postage statement that have the mobile barcode can be tracked separately.

## 3. Is a CRID assigned to a location, or is a CRID individually assigned to each customer at one location?

When you initially sign up for a business account on the Business Customer Gateway, the system assigns a Customer Registration ID (CRID) based on the uniqueness of the Company Name and address fields. In other words, a CRID is assigned based on the uniqueness of the location address (an address may differ based on the suite number or any variance in the spelling of the company name). If your company recognizes only one facility, and that facility is the only location you want to add to your Gateway profile, then all customer mailings would be associated with that one CRID.

## 4. There are two versions of Mail.dat which will be supported during the promotion. Which Mail.dat Characteristic value do I use in the Component Characteristics Record?

To claim the promotion, populate the CCR Characteristic Field with "MB" for Mail.dat version 12-1.

In the June 10, 2012 Release, Mail.dat version 12-2 will be supported. In Mail.dat version 12-2, the CCR must have the Characteristic Type field value of I=Incentive and the Characteristic Type value of MI=Mobile Interactive Technology when claiming the promotion.

## IX. PROGRAM OFFICE CONTACT INFORMATION

### 1. Where can I learn more about the Mobile Commerce and Personalization 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  
Attn: Mobile Barcode Promotion Program Office  
475 L'Enfant Plaza SW, RM 5446  
Washington, DC 20260-5446

Additional resources will be posted on [usps.com/mobile-barcode](http://usps.com/mobile-barcode).