

Direct Mail Mobile Coupon and Click To Call - FAQs

I. BACKGROUND AND PROGRAM DESCRIPTION

1. What is the Direct Mail Mobile Coupon and Click To Call promotion?

The Direct Mail Mobile Coupon and Click To Call 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®, Nonprofit Standard Mail and First-Class Mail® letters, flats, and cards (presort and automation) that includes mobile coupon and/or click to call functionality.

Direct Mail Mobile Coupons support the high growth in digital coupons (mobile/online). This is expected to continue as Internet and smartphone adoption increases, consumer comfort with technology rises, and newspaper circulation declines. Additionally, demographic shifts and emerging technologies such as mobile apps, location based technologies, Near Field Communication (NFC), and Radio Frequency Identification (RFID) make digital coupon users an increasingly attractive market for advertisers. This promotion seeks to drive awareness and increase the value and utility of direct mail coupons in today's digital world.

Click-to-Call is a web-based communication tool in which a person initiates a phone call by clicking a button, image or text to connect with another person through voice communication. Click to call can be initiated by hyperlinks on websites and emails or through any other Internet-connected object including 2-D barcodes. This promotion also seeks to drive adoption of use of this technology with mail and to increase functionality and ease-of-use for today's receivers of mail resulting in improvements in business goals for mailers.

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 to 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 period runs from March 1 through April 30, 2013.

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

Yes, the 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 January 15, 2013 and will continue throughout the promotion period.

Direct Mail Mobile Coupon and Click To Call - FAQs

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 a Permit Imprint, Meter or Precanceled Stamp payment methods to the Business Mail Entry Unit (BMEU) for acceptance and meet all other promotion requirements.

4. How is the discount calculated and applied?

Postage prices as listed in the published price (Notice 123) schedule apply to the mailing and the promotion discount is applied to those prices. The promotion 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 in the Postage Statement is not used for the Direct Mail Mobile Coupon and Click To Call promotion.

5. Can I receive multiple incentives on the same mailing?

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.

III. MAILPIECE/MAILING CONTENT 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 requirements?

The download of a free app would not satisfy the requirement. The mobile barcode must link directly a mobile coupon or click to call website that is mobile optimized.

2. Does the mailpiece need to be a coupon?

For Direct Mail Mobile Coupon:

The coupon mailpiece must be redeemable at retail locations by **both** methods described below:

- a. The physical mailpiece coupon can be presented at a retail location to receive discount.
- b. The print-mobile technology allows the customer to store the coupon on a mobile device which can be presented at retail for discount. (see mobile coupon requirements above)

Direct Mail Mobile Coupon and Click To Call - FAQs

For Click To Call:

The physical mail piece must contain mobile technology (e.g. 2D Barcode, RFID chip, NFC Smart tag, etc.) that can be scanned by a mobile device and allows for one of the following:

- a. The barcode links directly to a mobile optimized website with a “click to call” link.
- b. When scanned, the barcode, brings up a phone number automatically in the users phone.
- c. A link that leads the recipient to an IVR, live interaction or the ability to leave a message.

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

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

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 webpages fit within the Smartphone screen and does not require the user to reduce or scroll excessively. A mobile optimized website is a different version of the webpage designed specifically for small smartphone screens - these sites tend to have a different, more compact layout, less copy and less use of images, and streamlined navigation. In order to qualify 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, this will not qualify for the discount.

5. What if there are multiple advertisers in the same mailpiece, but only one advertiser provides a coupon or click to call feature, does the mailing qualify for the discount?

Yes, however the mailpiece must be a redeemable coupon itself or provide the click to call functionality.

6. If I'm a Mail Service Provider (MSP), can I place a barcode on a mailpiece directing the recipient to my website for a discount on my products or services?

Yes, as long as the mailpiece is a coupon or provides click to call functionality.

7. 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 to have your scenario reviewed.

IV. REGISTRATION REQUIREMENTS

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

Participants and/or mail service providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (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 CRIDs will be participating in the promotion. (It is recommended that mailers register several days in advance of the first qualifying mailing.) As part of terms of participation, at the end of the promotion period, mailers agree to complete a survey on the Incentive Program Service about their participation in the promotion.

Direct Mail Mobile Coupon and Click To Call - FAQs

There are two methods for MSPs to register their clients for the Mobile Commerce promotion: the BCG as discussed and through eDoc submissions. (Mail.dat and Mail.XML)

- Incentive Program Enrollment through the BCG (Incentive Program service) enables a mailing agent to enroll and acknowledge promotion terms. Enrollment must occur at least 2 hours prior to presenting the first qualifying mailing.
- eDoc enrollment using Mail.dat (or Mail.XML) enables MSP to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, *PostalOne!* will validate that the MSP CRID in the eDoc is enrolled as an MSP. The *PostalOne!* system will enroll the client(s) in the promotion based on the "For" field data in the eDoc, and will only then calculate the discount if there are no system Warnings. *PostalOne!* will perform By/For Warning validations and generates Warning for MSP that are not registered and for invalid CRIDS or Mailer IDs. *PostalOne!* will process the eDoc in the case for Warnings (i.e., not fail files and not extend the promotion discount).

2. 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.

3. 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.

4. 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.

5. 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 ineligible for the discount.

6. 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®).

7. Is there a limit on the number of times a mailer can receive a discount?

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

Direct Mail Mobile Coupon and Click To Call - FAQs

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

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

9. 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 any mailer may receive.

V. 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 June 30, 2013, 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 June 30, 2013 a screenshot of the website must be retained and forwarded to the program office if requested.

2. 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.™

3. 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.

4. Can postage be paid and mail be accepted earlier than March 1, 2013, as long as it doesn't deliver to the USPS until 3/1?

No, if the mailing date is not within the promotion period (March 1 through April 30, 2013), the discount will not be applied. For any qualifying mailing that is accepted and paid for prior to March 1st, the *Postal One!* system will process the statement without the discount.

Direct Mail Mobile Coupon and Click To Call - FAQs

VI. ADDITIONAL REQUIREMENT

1. The requirements state the following: “The mailpieces for the Direct Mail Mobile Coupon and Click to Call must also contain copy near the barcode or image providing guidance to the consumer to scan the barcode or image and/or information about the landing page.” 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 barcode.

VII. RESTRICTIONS ON BARCODE PLACEMENT

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

Mobile barcodes on the detached address label do not qualify for the discount nor will postage pay for these.

VIII. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

2. **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.

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 June 30, 2013, 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.

Direct Mail Mobile Coupon and Click To Call - FAQs

IX. TECHNICAL INFORMATION

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

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

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

3. 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, 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.

X. PROGRAM OFFICE CONTACT INFORMATION

1. Where can I learn more about the Direct Mail Mobile Coupon and Click to Call Promotion?

Information about the promotion and the Program Requirements for the promotion can be found on RIBBS at:

https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/upcoming/MobileCouponandClicktoCall.htm

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

Email: mobilebarcode@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service

Attn: Direct Mail Mobile Coupon and Click To Call Promotion

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