

USPS Mail Growth Incentives

November 8, 2023

Agenda

- 1. Overview**
- 2. Eligibility Criteria**
- 3. Registration Process & Screenshots**
- 4. Credit Process – Measurement & Application**
- 5. Reporting Overview**
- 6. Additional Resources**
- 7. Appendix – FAQs**

2024 Mail Growth Incentives

The Marketing Mail and First-Class Mail Growth Incentives provide value for both mailers and the USPS.

Value of Mail Growth Incentives

- ✓ Decreases Cost of Mail
- ✓ Stabilizes Mailing Patterns
- ✓ Enables Entry Into New Markets
- ✓ Strengthens Relationship with USPS



2024 Mail Growth Incentives

USPS is implementing two new mail incentives to grow volume. Both First-Class Mail and Marketing Mail Growth Incentives will provide eligible mailers postage credit on mail volume growth.

Baseline Period: October 2022-September 2023 (FY2023)

Registration Period: November 2023 – June 2024

Incentive Performance Period: January 2024 – December 2024

Postage Credits for Mail Volume Growth

30%

Credit

- Mailers will receive a **postage credit for qualifying volume in excess 1M pieces and FY23 baseline volume – whichever is higher**
- Earned **postage credits will be issued quarterly after June, September, and December 2024**

Find more information on the promotion process, eligibility, and requirements on [Postal Pro!](#)

2024 Mail Growth Incentives

The Marketing Mail and First-Class Mail Growth Incentives Eligibility Overview

ELIGIBILITY CRITERIA



Who Can Register?

All Mail Owners can register for the incentives.



Can MSPs Participate?

Yes! But the MSP themselves must be a Mail Owner.



What If My Business Has Multiple Business Units?

If there is a legitimate business reason for sending mailings from multiple units, they can each be considered a separate mail owner (supporting data will be required).



Is there a Minimum Volume Required to Receive Credits?

Mailers must have a minimum volume of **1 million pieces and grow mail volume above their baseline** during the incentive period (Jan-Dec 2024).



What Products are Eligible for the First-Class Mail Growth Incentive?

- First-Class Mail Presort Letters
- First-Class Mail Presort Cards
- First-Class Mail Presort Flats



What Products are Eligible for the Marketing Mail Growth Incentive*?

- Marketing Mail Letters and HD/Saturation Letters
- Marketing Mail Flats and HD/Saturation Flats
- Marketing Mail Carrier Route
- Marketing Mail Parcels and Saturation Parcels

*Every Door Direct Mail - Retail is not included

2024 Mail Growth Incentives

How do Mail Owners Register for the Mail Growth Incentives?



Register in the Mailing Promotions Portal

- Use Business Customer Gateway (BCG) credentials to access the Mailing Promotions Portal (MPP)
- Select the incentive you want to register for

System(s) Used:

- MPP



Enter Alternative Contact Information

- Enter alternate contact info for automated registration in Program Reg

System(s) Used:

- MPP



Submit Authorization

- Customer acknowledges they have authority to enroll all of their company CRIDs in the incentive and agree to the terms and conditions
- A service request (SR) is created and emailed to the customer

System(s) Used:

- MPP



View Baseline

- Customer can view SR and FY23 baseline volume in a dashboard

System(s) Used:

- MPP



Agree or Disagree to Baseline

- USPS and mail owner must agree on baseline volume
- If mail owner disagrees with baseline, they initiate dispute in MPP with detailed info (list of CRIDs and volumes)
- Once baseline is agreed upon, information (CRIDs, baseline, etc.) is automatically sent to Program Reg

System(s) Used:

- MPP
- Program Reg (automatic enrollment)

Navigate to Mailing Promotion Portal in BCG

The screenshot shows a web browser window with the URL `gateway.usps.com/eAdmin/action/addservice/getServiceTab?tabID=2`. The page displays a list of services, each with a plus icon, a name, a "more info" link, and a button. The "Mailing Promotions Portal" row is highlighted with a red border.

Service Name	Action
Customer/Supplier Agreements (CSAs)	Go to Service
Dashboard (PostalOne!)	Go to Service
Electronic Data Exchange (PostalOne!)	Go to Service
Every Door Direct Mail	Go to Service
Incentive Programs	Go to Service
Informed Visibility	Go to Service
Intelligent Mail Small Business (IMsb) Tool	Go to Service
Mailer ID	Go to Service
Mailing Promotions Portal	Go to Service
Mailing Reports (PostalOne!)	Go to Service
Manage Permits (PostalOne!)	Go to Service
MyMSSC Portal	Get Access

Customer Clicks “Submit Promotion/Incentive” From Mailing Promotions Portal Landing Page

Mailing Promotions Portal

USPS.COM Search... Search Monica.Ri...

Home Submit Promotion/Incentive My Promotions/Incentives Ask a Question My Questions BCG Home

Submit Promotion/Incentive My Promotions/Incentives Ask a Question My Questions

Sort by: Most Recent Activity

Search this feed...

33646029 – monica.richards.sit (Customer) created a service request. March 4, 2022 at 3:43 PM

33646029

Customer Chooses First-Class or Marketing Mail Growth Incentive

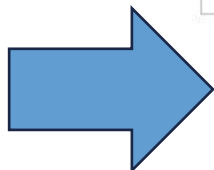
USPS.COM Monica.Ri... ▼

[Home](#) [Submit Promotion/Incentive](#) [My Promotions/Incentives](#) [Ask a Question](#) [My Questions](#) [BCG Home](#)

Promotions/Incentives Form

*Promotion/Incentive Type

- None--
- None--
- Tactile Sensory Interactive Engagement
- Emerging & Advanced Technology Promotion
- Personalized Color Transpromo Promotion
- Informed Delivery Promotion
- Reply Mail IMbA
- ~~Retargeting Mail Promotion~~
- First-Class Mail Growth Incentive
- Marketing Mail Growth Incentive



Customer Enters Alternate Contact Information, Required for Automated Registration in Program Registration

[Home](#) [Submit Promotion/Incentive](#) [My Promotions/Incentives](#) [Ask a Question](#) [My Questions](#) [BCG Home](#)

Promotion/Incentive Form

Please identify an alternative contact and enter their information below.

First Name

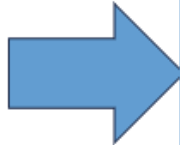
* Last Name

* Address Line 1

Address Line 2

* City

* State



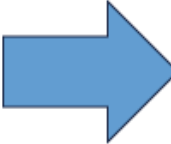
Customer Submits Incentive Service Request

Mailing Promotions Portal

Search...

  S.Vale ▾

- Home
- Submit Promotion/Incentive**
- My Promotions/Incentives
- Ask a Question
- My Questions
- BCG Home



You have selected First-Class Mail Growth Incentive Promotion.

By clicking 'Submit', I acknowledge I have the authority to enroll my entire company including all company CRIDs in the USPS Mail Growth Incentives program, and agree to all Mail Growth Incentive Terms and Conditions.

Customer Opens Incentive Service Request in My Promotions/Incentives

Mailing Promotions Portal

USPS.COM Search... Search

19 test

Home **Submit Promotion/Incentive** My Promotions/Incentives Ask a Question My Questions BCG Home

Promotion/Incentive Form

Please review the calculated Baseline volume. If you agree with the calculated baseline, click 'I Agree'. If you disagree with the calculated baseline, click 'I Disagree'.

If you cannot confirm the calculated baseline at this time, please click 'Review Later' to return to the Mailing Promotions Portal Homepage. You will have the opportunity to complete this step within the Service Request by navigating to the 'My Promotions/Incentives' tab and clicking on the Service Request Number to open the Service Request Details. Review the calculated baseline and select 'I Agree' or 'I Disagree' on the Service Request Details page.

Calculated Baseline Volun 1,200,000

* Confirm Baseline Agreement

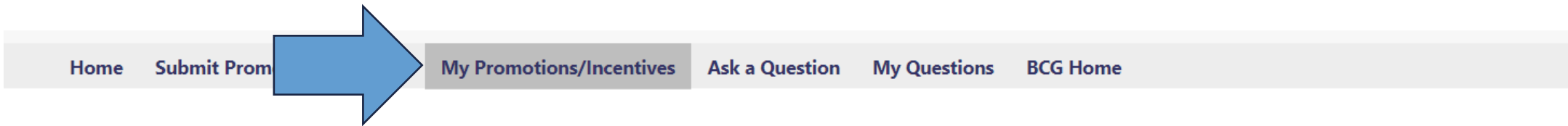
I Agree

I Disagree

Review Later

Next

Customer Opens Incentive Service Request in My Promotions/Incentives



My Mailpiece Preapproval Requests

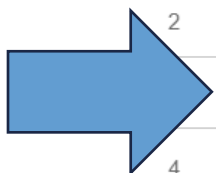
All Open Appeal Review Closed



6 items • Sorted by Date/Time Opened • Filtered by All service requests - contactIsActiveUser, Service Request Record Type



	Serv... ▾	Summary ▾	Promotion Type ▾	Status ▾	Date/Time O... ↓ ▾	Conta... ▾	O... ▾	O... ▾	Date/Time Clos... ▾	
1	50555745		First-Class Mail Gro...	Approved	9/18/2023 2:32 PM	Sandra V...			9/19/2023 12:01 PM	▾
2	50555743	<u>TSI Demo 918</u>	Tactile Sensory Inter...	Awaiting Physical M...	9/18/2023 2:11 PM	Sandra V...				▾
	50555740		Marketing Mail Gro...	Confirming Baseline	9/18/2023 10:56 A...	Sandra V...				▾
4	50555738	<u>TSI Pre demo...</u>	Tactile Sensory Inter...	Awaiting Physical M...	9/18/2023 10:49 A...	Sandra V...				▾
5	50555734	<u>TSI T 915</u>	Tactile Sensory Inter...	New	9/15/2023 3:05 PM	Sandra V...				▾
6	50555720	<u>TSI 908 Test</u>	Tactile Sensory Inter...	Awaiting Physical M...	9/8/2023 12:40 PM	Sandra V...				▾



Customer Selects I Agree, or I Disagree for Baseline

The screenshot displays a USPS service request interface. At the top, there are two buttons: "I Agree" and "I Disagree". Below these is a search bar and a filter icon. The main content is divided into two columns: "DETAILS" and "RELATED".

DETAILS

▼ Incentive Qualification

Service Request Number 50555740	Service Request Owner Darrin.A.Bell
Contact Name Sandra Vale	Status
Contact Phone (978) 654-3210	Confirming Baseline
Contact Email d.toribio@afs.com	Service Request Origin
Account Name Test MP	Mailing Promotions Preapproval Form
Promotion Type Marketing Mail Growth Incentive	Priority
Original Baseline 1,200,000	Routine
Baseline Discussion Notes	Summary
Agreed upon Baseline	Date/Time Closed
	Date/Time Opened 9/18/2023 10:56 AM
	Created Date 9/18/2023 10:56 AM
	Description (Do Not Use)
	Web Email

RELATED

Darrin.A.Bell (USPS) updated this record.
September 18, 2023 at 11:00 AM

Service Request Owner
MDA Unassigned Queue to Darrin Bell

Like Comment

Write a comment...

S.Vale (Customer) created this service request.
September 18, 2023 at 10:56 AM

50555740

View more details

Like Comment

Write a comment...

Customer Agrees to Baseline*

The screenshot shows a Salesforce record for a service request. The record details include:

- Service Request Number:** 50555740
- Contact Name:** Sandra Vale
- Contact Phone:** (978) 654-3210
- Contact Email:** d.toribio@afs.com
- Account Name:** Test MP
- Promotion Type:** Marketing Mail Growth Incentive
- Original Baseline:** 1,200,000
- Baseline Discussion Notes:**
- Agreed upon Baseline:** 1,200,000

Annotations and actions:

- A blue arrow points to the **'I Agree'** button in the top right.
- A blue box contains the text: "By clicking 'I Agree', I agree to the Mail Growth Incentives Terms & Conditions, confirm that the Baseline volume accurately reflects the total volume mailed by my entire company with USPS, and that there is no additional volume associated with my company CRIDs."
- A blue arrow points to the **'I Agree'** button in the bottom right.
- A blue box contains the text: "*When the Customer agrees to their baseline, Salesforce will automatically enroll the customer in Program Reg via a batch job."
- A blue arrow points to the **'Agreed upon Baseline'** field.

Customer Disagrees with the Baseline and Provides a Reason

DETAILS RELATED

I Agree I Disagree

Service Request Number
50555740

Contact Name
Sandra Val

Contact Phone
(978) 654-3210

Contact Email
d.toribio@afs.com

Account Name
Test MP

Promotion Type
Marketing Mail Growth Incentive

Original Baseline
1,200,000

Baseline Discussion Notes

To initiate a Baseline Discussion with an agent, please provide a detailed explanation including specific CRIDs and Volume (Documents will be able to uploaded as well)

Submit Cancel

Tier 1 assistance will work with mailers to come to agreement on a baseline volume. Escalation to Tier 2 or Tier 3 assistance might be necessary if the issue needs additional research before a baseline can be confirmed by both parties.

Customer Agrees with the New Baseline After Discussion

Details

▼ Incentive Qualification

Service Request Number

50555709

Contact Name

[Sandra Vale](#)

Contact Phone

(978) 654-3210

Contact Email

d.toribio@afs.com

Account Name

[First-Class Mailing Customer](#)

Promotion Type

First-Class Mail Growth Incentive

Original Baseline

1,200,000

Agreed upon Baseline

1,100,000

Status

Baseline Confirmed

Rejection Reason

Service Request Origin

First-Class Mail Growth Incentive Registration

Priority

Routine

Summary

Date/Time Closed

8/30/2023 10:10 PM

Date/Time Opened

8/29/2023 9:14 AM

Alternative Primary Contact Info

First

[Sophia](#)

Last

[Johnson](#)

Address

[123 Main Street, Boston, MA 02108](#)

Email

Sophia@Business.net

Contact Details

Name

Sandra Vale

Email

d.toribio@afs.com

Type

Account Name

[Test MP](#)

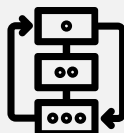
Mobile

Phone

(978) 654-3210

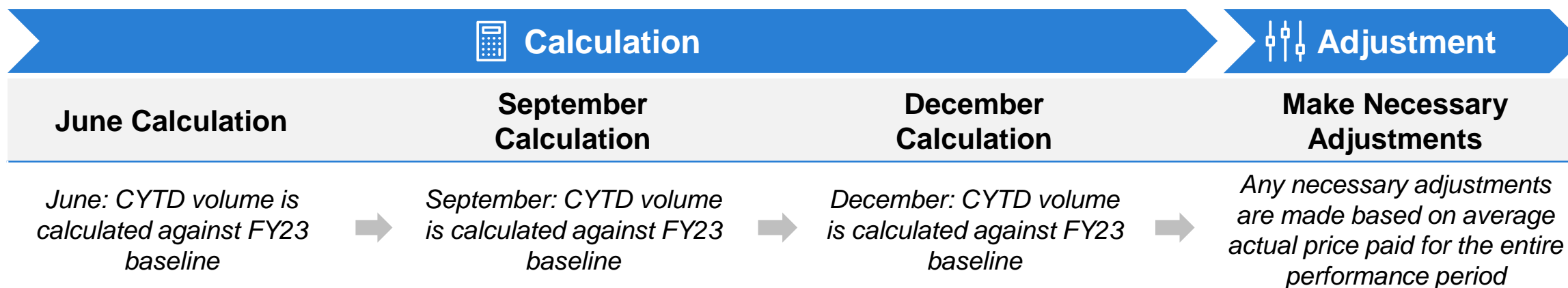
2024 Mail Growth Incentives

How will USPS Measure Performance for the Mail Growth Incentives?



Mailer volumes will be computed based on registered CRIDs. Each quarter, starting after CY 2024 Q2 – June, volumes will be pulled from PostalOne! using the Customer Data Mart. CYTD volumes will be compared to **total** baseline to calculate credits.

Credit Measurement Process



2024 Mail Growth Incentives

How will USPS Calculate, Adjust, and Issue Postage Credits for the Mail Growth Incentives?

Credit Determination Process

Volume is compared to CY to-date volumes after Q2, Q3, and end-of-year against full year baselines.

Credits are based on the average actual price paid per piece – **after all other incentives, promotions, and discounts** - for qualifying mail for the **full incentive period**.

FAQs

- Cannot combine FCM and MM volumes
- There is no limit on credits earned
- Credits issued to a permit (Permit determination in development)
- Credits only eligible for future use on the qualifying products from the incentive in which they were earned

Scenario 1

In this scenario, we will examine the case of a customer whose **baseline is under 1 million**

Scenario 2

In this scenario, we will examine the case of a customer whose **average actual price paid per piece decreases and the credit is adjusted downward** at the end of the incentive period - December

Scenario 3

In this scenario, we will examine the case of a customer whose **average actual price paid per piece increases and the credit is adjusted upward** at the end of the incentive period - December

If a Mail Owner disagrees with the credit calculation, they must initiate dispute process with detailed supporting information. Agreement must be reached before credits will be issued.

2024 Mail Growth Incentives

How will USPS Calculate, Adjust, and Issue Postage Credits for the Mail Growth Incentives?

Scenario 1

Baseline Under 1M

- **Baseline = 700,000**
- **June:**
 - YTD Volume = 900,000
 - Q2 Eligible Credit Volume = 0 (**Did not exceed 1M minimum volume requirement**)
 - YTD Actual Price Paid per piece = \$0.45
 - Q2 Credit Issued = \$0
- **September:**
 - YTD Volume = 1,000,000
 - Q3 Eligible Credit Volume = 0 (**Did not exceed 1M minimum volume requirement**)
 - YTD Actual Price Paid per piece = \$0.40
 - Q3 Credit Issued = \$0
- **December (full incentive period):**
 - YTD Volume = 1,200,000
 - Eligible Credit Volume = 200,000
 - YTD Actual Price Paid per piece = \$0.50
 - Postage Credit = 30%
 - Full Incentive Period Credit = \$30,000
 - **Actual Credit Issued = \$30,000**

How will USPS Calculate, Adjust, and Issue Postage Credits for the Mail Growth Incentives?

Scenario 2

Avg Actual Price Decreases

- **Baseline = 2,000,000**
- **June:**
 - YTD Volume = 2,300,000
 - Q2 Eligible Credit Volume = 300,000
 - YTD Actual Price Paid per piece = \$0.50
 - Postage Credit = 30%
 - **Q2 Credit Issued = \$45,000**
- **September:**
 - YTD Volume = 2,400,000
 - Q3 Eligible Credit Volume = 100,000 (already received credits for 300K)
 - YTD Actual Price Paid per piece = \$0.40
 - Postage Credit = 30%
 - **Q3 Credit Issued = \$12,000**
- **December (full period):**
 - YTD Volume = 2,800,000
 - Q4 Eligible Credit Volume = 400,000 (already received credits for 400K)
 - YTD Actual Price Paid per piece = **\$0.45**
 - Postage Credit = 30%
 - Q4 (Oct – Dec) Incentive Period Credit = **\$54,000**

Credit must be adjusted because it is based on average actual price paid for the full incentive period

 - YTD Volume = 2,800,000
 - Eligible Credit Volume = 800,000
 - YTD Actual Price Paid per piece = **\$0.45**
 - Postage Credit = 30%
 - **Full Incentive Period Credit Earned = \$108,000**
 - **Final Actual Q4 Credit Issued = \$51,000**
($\$45,000 + \$12,000 + \$51,000 = \$108,000$)

Scenario 3

Avg Actual Price Increases

- **Baseline = 2,000,000**
 - **June:**
 - YTD Volume = 2,300,000
 - Q2 Eligible Credit Volume = 300,000
 - YTD Actual Price Paid per piece = \$0.45
 - Postage Credit = 30%
 - **Q2 Credit Issued = \$40,500**
 - **September:**
 - YTD Volume = 2,400,000
 - Q3 Eligible Credit Volume = 100,000
(already received credits for 300K)
 - YTD Actual Price Paid per piece = \$0.40
 - Postage Credit = 30%
 - **Q3 Credit Issued = \$12,000**
 - **December (full period):**
 - YTD Volume = 2,800,000
 - Q4 Eligible Credit Volume = 400,000 (already received credits for 400K)
 - YTD Actual Price Paid per piece = **\$0.50**
 - Postage Credit = 30%
 - Q4 (Oct – Dec) Incentive Period Credit = **\$60,000**
- Credit must be adjusted because it is based on average actual price paid for the full incentive period***
- YTD Volume = 2,800,000
 - Eligible Credit Volume = 800,000
 - YTD Actual Price Paid per piece = **\$0.50**
 - Postage Credit = 30%
 - **Full Incentive Period Credit Earned = \$120,000**
 - **Final Actual Q4 Credit Issued = \$67,500**
($\$40,500 + \$12,000 + \$67,500 = \$120,000$)

2024 Mail Growth Incentives

How and When Can Postage Credits be Used for the Mail Growth Incentives?

How To Apply Credits

Mail Growth Incentive postage credits can only be used on the **eligible mail products for the incentive in which they are earned**

- First-Class Mail Growth Incentive postage credits issued can only be used on **future First-Class Mail mailings**
- Marketing Mail Growth Incentive postage credits issued can only be used on **future Marketing Mail mailings**

When To Apply Credits

Mail Growth Incentive postage credits can be applied to mailing statements **immediately after they are agreed-to and issued to a permit**

- Postage credits will be **issued after calendar year 2024 Q2, Q3, and Q4**

Mail Growth Incentive postage credits expire after December 31, 2025

What Reports will be Provided for the Mail Growth Incentives?



CURRENT

Currently, enrollees can see reports in Program Reg

Program Reg will show reports similar to the Earned Value Promotion



FUTURE*

We are adding a customer dashboard view

The customer dashboard will complement current reporting for incentives and promotions

*Dashboard development is in-progress

Where Can I Find Additional Information About the Mail Growth Incentives?

PostalPro FAQs

- **Link to Mail Growth Incentives PostalPro page** with answers to updated FAQs

[First-Class Mail and Marketing Mail Incentive | PostalPro \(usps.com\)](#)

www.postalpro.com/msi



First-Class Mail and Marketing Mail Growth Incentives

First-Class Mail and Marketing Mail Growth Incentives – FAQs

Updated October 17, 2023

On September 27, 2023, the Postal Regulatory Commission (PRC) approved the Postal Service request to make Mail Classification Schedule (MCS) changes to establish two distinct Mail growth incentives — a First Class Mail Growth Incentive and a Marketing Mail Growth Incentive. The incentives will run concurrently from Jan. 1, 2024 through Dec. 31, 2024. The following are some frequently asked questions and answers on these incentives.

General

1. What are these incentives called?

First-Class Mail Growth Incentive and Marketing Mail Growth Incentive. These are two distinct incentives which will run concurrently and cannot be combined.

2. What are the First-Class Mail and Marketing Mail Growth Incentives?

The First-Class Mail and Marketing Mail Growth Incentives are being offered to Mail Owners to incent them to grow mail volume in Calendar Year 2024 (CY 2024). The Postal Service will be issuing postage credits to Mail Owners who grow qualifying First-Class Mail or Marketing Mail volumes in CY 2024 compared to volume in Fiscal Year 2023 (FY 2023) and meets all other requirements for these incentives.

Thank You!