

USPS Mail Growth Incentives

Mailers' Technical Advisory Committee

October 18, 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 Incentives provide value for both mailers and the USPS.

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**

Value of Mail Growth Incentives

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

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

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.

ELIGIBILITY CRITERIA



Who Can Register?

All **Mail Owners** with a baseline volume in FY23 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. The services listed are:

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

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

The screenshot displays the Mailing Promotions Portal interface. At the top, the USPS.COM logo is on the left, followed by a search bar and a user profile for Monica.Ri... with a notification bell icon. Below this is a navigation menu with links for Home, Submit Promotion/Incentive, My Promotions/Incentives, Ask a Question, My Questions, and BCG Home. The main content area features four large, dark blue buttons with white text and icons: 'Submit Promotion/Incentive' (with an envelope icon), 'My Promotions/Incentives' (with a document icon), 'Ask a Question' (with a question mark icon), and 'My Questions' (with a speech bubble icon). A large blue arrow points to the 'Submit Promotion/Incentive' button. Below the buttons, there is a 'Sort by:' dropdown menu set to 'Most Recent Activity', a search bar for the feed, and a feed entry showing a service request created by monica.richards.sit on March 4, 2022 at 3:43 PM, with a calendar icon and the ID 33646029.

Customer Chooses First-Class or Marketing Mail Growth Incentive

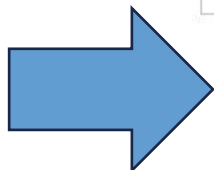
USPS.COM Monica.Ri... ▼

[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 Reg

[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

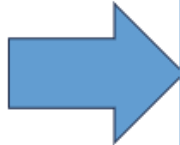
* Last Name

* Address Line 1

Address Line 2



* City

* State



Customer Submits Incentive Service Request

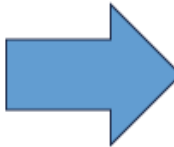
Mailing Promotions Portal

Search...   S.Vale ▾

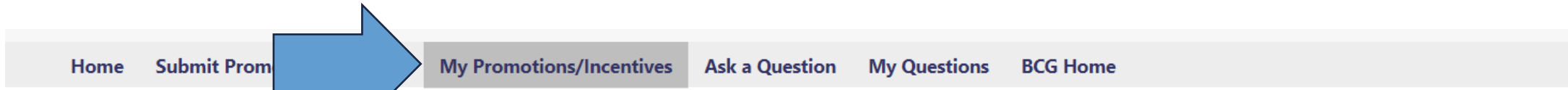
[Home](#) [Submit Promotion/Incentive](#) [My Promotions/Incentives](#) [Ask a Question](#) [My Questions](#) [BCG Home](#)

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



My Mailpiece Preapproval Requests

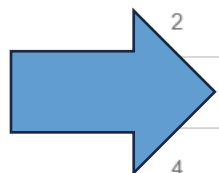
All Open Appeal Review Closed



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 shows a USPS service request record with two blue arrows pointing to specific elements. One arrow points to the 'I Agree' and 'I Disagree' buttons at the top right, and the other points to the 'Marketing Mail Growth Incentive' field in the 'Incentive Qualification' section.

DETAILS RELATED

▼ 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 158,769	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

I Agree **I Disagree**

Search this feed...

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 is titled "Incentive Qualification" and includes the following details:

- 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: 158,769
- Baseline Discussion Notes: (empty)
- Agreed upon Baseline: 158,769

The record also shows a "Routine" status and a "Summary" field. A blue box highlights the "Original Baseline" and "Agreed upon Baseline" fields, with an arrow pointing to the "Agreed upon Baseline" field. A blue box highlights the "I Agree" button, with an arrow pointing to it. A blue box highlights the "I Agree" button, with an arrow pointing to it. A blue box highlights the "I Agree" button, with an arrow pointing to it.

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.

*When the Customer agrees to their baseline, Salesforce will automatically enroll the customer in Program Reg via a batch job.

Customer Disagrees with the Baseline and Provides a Reason

DETAILS RELATED

I Agree **I Disagree**

Search this record...

Darrin.A.Bell (USPS) updated this record.

✓ Incentive Qualification

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
158,769

Baseline Discussion Notes

To initiate a Baseline Discussion with an agent, please provide a detailed explanation including specific CRIDs and Volume

Submit **Cancel**

9/18/2023 10:56 AM

Like Comment

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



Search...



Service Request
[+ Follow](#) |
 [Edit](#) |
 [Accept](#) |
 [Change Owner](#) |
 [MPP Submit Appeal](#)

Priority: Routine
 Status: New
 Service Request Number: 50555709

[Details](#) |
 [Activity](#) |
 [Chatter](#) |
 [Emails](#) |
 [Incentive CRIDs](#)

Incentive Qualification
 Service Request Number: 50555709
 Contact Name: [Sandra Vale](#)
 Contact Phone: (978) 654-3210
 Contact Email: d.toribio@afs.com
 Account Name: [Capital One](#)
 Promotion Type: First-Class Mail Growth Incentive
 Original Baseline: 1,000,000
 Agreed upon Baseline: 750,000

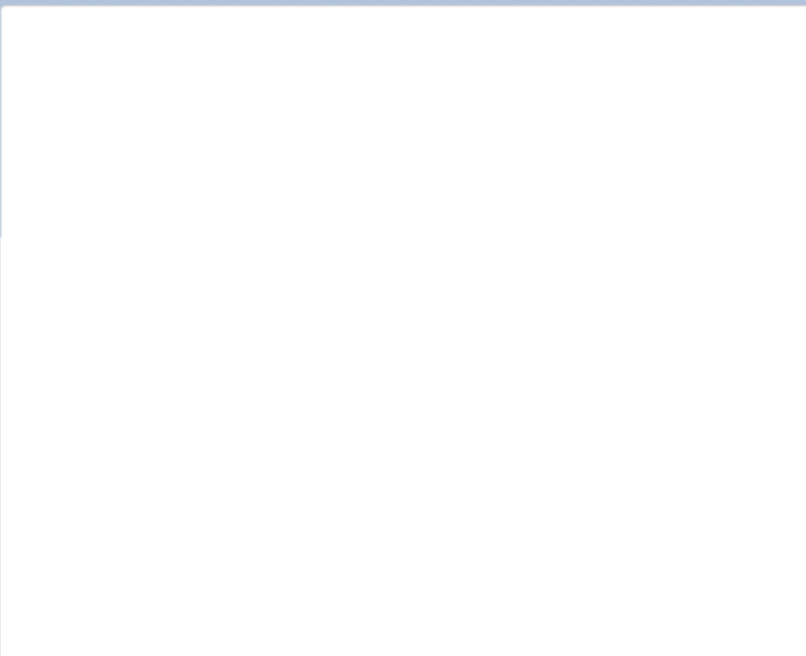
Service Request Owner: [Sandra Vale](#)
 Status: New
 Rejection Reason
 Service Request Origin: Mailing Promotions Preapproval Form
 Priority: Routine
 Summary
 Date/Time Closed
 Date/Time Opened: 8/29/2023 9:14 AM

Alternative Primary Contact Info

First: [Sophia](#)
 Last: [Johnson](#)
 Address: [123 Main Street, Boston, MA 02108](#)
 Email: S.Johnson@capitalone.com

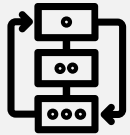
Contact Details

Name: [Sandra Vale](#)
 Email: d.toribio@afs.com
 Type
 Account Name: [Test MP](#)
 Mobile
 Phone: (978) 654-3210



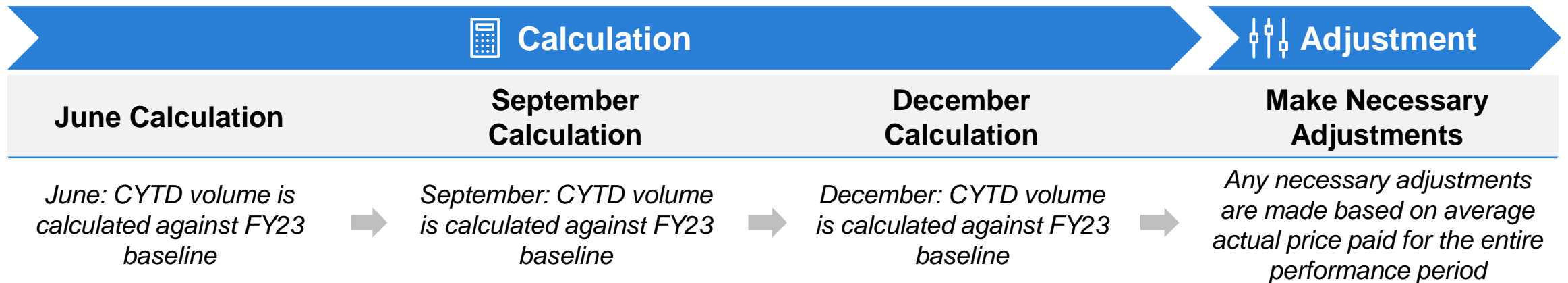
2024 Mail Growth Incentives

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 as selected in Program Reg (Permit determination in development)
- Credits only eligible for future use on the qualifying products from the incentive in which they were earned
- Credits expire at the end of CY25

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 \(usps.com\)](https://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!

Appendix

Appendix of FAQs (1/3)

Question	Answer
When discussing Fiscal Year is USPS referring to its Fiscal Year or the Mail Owner's Fiscal Year?	USPS's Fiscal Year (October 1 – September 30).
Can I participate in both the First-Class Mail and Marketing Mail growth incentives?	Yes. Registration for each mail class will occur separately, and the corresponding postage credits will be calculated separately, but any Mail Owner who expects to grow volume and have at least one million pieces in CY 2024 will be eligible for the postage credits if they register for these incentives.
What If a Mail Owner Does Not Have FY23 Volume?	Potential registrants must be a Mail Owner with a distinct and discernible FY 2023 baseline volume able to be established.
What If My Previous Volume Is With Another CRID?	Mailers with no FY 2023 baseline who want to register should be prepared to provide any additional information requested by USPS. This may include proof of mailer volume submitted under another mailer's CRID.
What If I Do Not Agree with My Baseline Volume?	There will be a process for mailers to provide evidence to justify what they believe their baseline volume should be.

Appendix of FAQs (2/3)

Question	Answer
Can mailings claiming promotional pricing (Personalized Color Transpromo; Tactile, Sensory and Interactive; Emerging and Advanced Technology; Reply Mail IMbA; Informed Delivery; Retargeting) in 2024 still participate in the Mail Growth incentives? If so, where do the incentive calculations occur in the order of precedence?	Yes. First-Class Mail and Marketing Mail Growth Incentive postage credit calculations will be based on the average actual price paid per piece for included volume over the entire incentive period. Therefore, Mail Growth Incentive postage credits will be the final calculation after all other incentive and promotional discounts.
Will EDDM mailings qualify for these incentives?	The Marketing Mail Growth Incentive will apply to EDDM BMEU mail but will not apply to EDDM-Retail.

Appendix of FAQs (3/3)

Question	Answer
How much of a postage credit will be issued if I grow my mail volume?	<p>The Postal Service will issue a 30% postage credit based on the incremental volume in CY 2024 (vs. the higher of (a) baseline FY 2023 volume and (b) one million pieces) times the average actual price paid per mail piece for qualifying mail for the entire incentive period. There are three conditions that exist for a Mail Owner to receive these postage credits. The Mail Owner must mail at least one million mail pieces in CY 2024 in the mail class relevant to the incentive in question (First-Class Mail or Marketing Mail). The Mail Owner's CY 2024 volume must exceed their volume in FY 2023. The mailer must meet registration requirements for these incentives, which include accepting a baseline volume for each incentive. At the end of the incentive period, postage credits issued will be adjusted to ensure total postage credits issued are based upon final average price paid per piece for the entire incentive period.</p>
Can I combine my CY 2024 First-Class Mail volumes with my Marketing Mail volumes to reach the million pieces necessary to receive postage credits?	<p>No. The growth incentives for First-Class Mail and Marketing Mail are two different incentives and neither volumes nor postage credits can be combined.</p>