



2013 MOBILE BUY IT NOW PROMOTION

I. BACKGROUND & PROGRAM DESCRIPTION

1. What is the Mobile Buy It Now Promotion?

The Mobile Buy It Now 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 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

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

Program requirements can be found on

https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/MobileBuyItNow.htm.

It is recommended that you read this document first.

II. PROGRAM PARAMETERS

3. What are the key promotion dates?

Registration Period: September 15 through December 31, 2013

Program Period: November 1 through December 31, 2013

III. ELIGIBILITY REQUIREMENTS

A. MAILPIECE CONTENT REQUIREMENTS

MOBILE BARCODE REQUIREMENT

4. What are examples of mobile technology?

The most popular codes are QR Codes. However the other types of codes are Data Matrix, Snap Tag, EZ Code, and Microsoft Tag. There are other technologies such as digital watermark which is an embedded image and utilizing intelligent print image recognition.

5. If I have a mailpiece with augmented reality technology that leads the recipient to a purchase. Would this qualify?

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

Further questions about this program can be directed to: mobilebarcode@usps.gov

2013 Mobile Buy It Now Promotion Frequently Asked Questions

- 6. 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.

- 7. 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.

- 8. 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.

DIRECTIONAL COPY REQUIREMENT

- 9. 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.

- 10. The mobile barcode incentive requirements state 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?**

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. Examples would include:

- "Scan this code with your smartphone for more information"
- "Scan the QR code to visit our site at www.....com"
- "Scan for great savings"

WEBSITE REQUIREMENTS – MOBILE OPTIMIZATION

- 11. 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

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2013 Mobile Buy It Now Promotion Frequently Asked Questions

12. 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.

13. 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.

WEBSITE REQUIREMENT – PURCHASE/PRODUCT

14. My company has a very successful Loyalty Program for our best customers. Would the following scenario qualify for the Mobile Buy-It-Now promotion? We mail a letter to the Loyalty Program participant that includes a barcode. When that barcode is scanned, it takes them to a mobile site to “purchase” items with points earned in the program (not cash or credit) and then the “purchased” items were shipped to the customer via USPS or other carrier.

Yes, this would qualify for the promotion because there is a transaction taking place (redemption of points that have value) and the items are then shipped (fulfilled) by USPS or other carrier.

15. Are gift card, tickets (i.e. 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 commercial shipping carrier) they would qualify for the promotion.

16. If I solicit charitable donations and donors are mailed a token gift such as a book or a tote bag would that qualify?

Yes, donations would qualify if the recipient has the ability to complete a financial transaction on a mobile optimize site and item(s) received are fulfilled via physical home delivery (via USPS or other commercial shipping carrier).

17. Is there any way that my pizza delivery service or any food delivery service can participate in the promotion?

Food delivery services would not qualify for the Mobile Buy It Now Promotion, because the product they sell cannot be shipped. However, if the food item(s) are fulfilled via USPS or other commercial shipping carrier they would qualify for the promotion.

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

If a hard copy voucher or certificate is mailed to the customer for the purchase of the service and the mailing is separate from the billing statement or invoice, then it may qualify. The sale of a service alone will not qualify for the promotion discount.

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- 19. If a mailer does not have a mobile optimized website, but has developed an app that is mobile optimized and facilitates the purchase of a product., can the mailpiece contain a mobile barcode that directs recipients to download this app and shop?**
If all other promotion requirements are met, this scenario would qualify for the promotion discount.

- 20. If I use Every Door Direct Mail (EDDM) and I take my mail to a retail post office, can I participate in the promotion?**
No, EDDM Retail mailings taken to local Post Office retail units are ineligible to participate, but EDDM deposited at a Business Mail Entry Unit may qualify.

B. REGISTRATION REQUIREMENTS

- 21. Do customers who have enrolled in prior USPS promotions or are currently enrolled have to register again to participate in the Mobile Buy It Now promotion?**
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>.

- 22. 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®).

- 23. 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.

- 24. 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.

- 25. 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.

- 26. If I have trouble registering how can I get assistance?**
Refer to the user guide <https://ribbs.usps.gov/mobilebarcode/general.htm> or call the Postal One Helpdesk: 1 (800) 522-9085.

C. RESTRICTIONS ON BARCODE PLACEMENT

- 27. Can a mobile barcode be placed on a Detached Address Label (DAL)?**
No. Mobile barcodes or print technology placed on a detached address label does not qualify for the discount.

D. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

Further questions about this program can be directed to: mobilebarcode@usps.gov

2013 Mobile Buy It Now Promotion Frequently Asked Questions

28. 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 sampling process to determine the eligibility 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 March 1, 2014 and if requested by the Postal Service must forward such sample to the Mobile Barcode Promotion Program Office.

29. 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 discount after the mailpieces have been accepted by the Postal Service and the postage statement has been finalized.

IV. TECHNICAL INFORMATION

30. 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® Mail XML or Postal Wizard. For detailed technical information on mail.dat or Mail.XML, please refer to the relevant technical specifications on RIBBS at https://ribbs.usps.gov/intelligentmail_schedule2013/releaseoverview2013.cfm

V. PROGRAM OFFICE CONTACT INFORMATION

31. Where can I learn more about the 2013 Mobile Buy It Now Promotion?

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
2013 Mobile Buy It Now Promotion
Post Office Box 23282
Washington, DC 20026-3282

Further questions about this program can be directed to: mobilebarcode@usps.gov