



2013 MOBILE BUY IT NOW PROMOTION

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2013 MOBILE BUY IT NOW PROMOTION PROGRAM REQUIREMENTS

I. BACKGROUND AND PROGRAM DESCRIPTION

Program Background: As mobile technology continues to evolve, mail has the potential to offer greater value. To ensure that direct mail continues to be a relevant part of the marketing mix, the Postal Service is encouraging customers to adopt and invest in technologies that enhance how consumers interact and engage with mail. Previous promotions, such as, the Holiday Mobile Shopping and the Direct Mail Mobile Coupon and Click-to-Call promotions have increased interest in the use of mobile technologies in direct mail. The 2013 Mobile Buy It Now promotion will demonstrate how direct mail, combined with mobile technology, continues to be a convenient method for consumers to do their shopping.

Program Description: 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). The mailpiece should include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website. The mailpiece must contain text near the barcode or image that provides guidance to the consumer to scan the barcode or image and conveys information about the landing page. The technology must lead the recipient to a webpage that allows the recipient to purchase an advertised product on the mobile device.

II. PROGRAM PARAMETERS

Registration Period: September 15 through December 31, 2013

Program Period: November 1 through December 31, 2013

Discount Amount: 2% of eligible postage. The discount is calculated in *PostalOne!*[®] and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

Eligible Mail: Standard Mail letters and flats
Nonprofit Standard Mail letters and flats
First-Class Mail presort and Automation letters, cards and flats

Ineligible Mail: First-Class Mail Residual Pieces
Periodicals (includes Pending Periodicals mail)
Bound Printed Matter
Media Mail
First-Class Mail and Standard Mail parcels

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III. ELIGIBILITY REQUIREMENTS

A. Mailpiece Content Requirements

1. **Mobile Barcode Requirement:** All qualifying mail must contain a mobile barcode or equivalent technology that when scanned by a mobile device leads to a mobile optimized website.

This technology may consist of mailpieces that contain open-sourced barcodes (such as a QR Code or Datamatrix code), a proprietary barcode or tag (such as SnapTags or MS Tags), an image embedded with a digital watermark or utilizing intelligent print image recognition, (including an augmented reality experience).

2. **Directional Copy Requirement:** The mailpiece must contain text near the barcode or image providing guidance to the consumer to scan the barcode or image and information about the landing page. Between the directional text and the cues from the landing page it should be clear to the recipient that the intent of the barcode is to facilitate a purchase. Examples include:
 - a. Scan here to shop our mobile website
 - b. Scan here to see our products
 - c. Scan the barcode to reach our mobile website, etc.
3. **Website Requirements – Relevance:** The destination web page(s) must contain information relevant to the content of the mailpiece and some or all of the product(s) advertised in the mailpiece must be available for purchase on a mobile device.
4. **Website Requirements – Mobile Optimization:** The destination web pages must reside on a website platform that contains or is deeply integrated with a checkout functionality that allows the customer to complete the purchase of the product referenced in the mailpiece through a complete mobile optimized experience.
5. **Website Requirements – Purchase of Product:** The mobile barcode must lead the recipient to a mobile optimized website where a product can be purchased through a mobile optimized shopping experience.

Purchase Requirements: For purposes of this promotion, the recipient must be able to complete the purchase in at least one the following ways:

- an electronic payment method (such as a credit, debit or prepaid card) made through the internet on the mobile device
- a person-to-person payment method (ex. PayPal) made through the internet on the mobile device
- an order placed on the mobile device through the internet where the customer is invoiced at a later date (presumably upon delivery)
- an order placed on the mobile device through an internet browser where the charge is added to a recurring bill

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Product Requirements: For the purposes of this promotion, a product is ***defined*** as a tangible and physical item that needs to be distributed or manufactured and can be shipped via a mailing or shipping product offered by the Postal Service (delivery by the Postal Service is not required). Products that can only be fulfilled via private carrier example: local pizza delivery. The product may have an intangible service component built into it, but the sale of a service alone will not qualify.

- If the product is primarily a service, but a tangible item such as a hard copy certificate or voucher is mailed to the recipient upon purchase, it may qualify. The certificate or voucher must be mailed via the US Postal Service separately from any invoice or statement.

Examples of Ineligible Mobile Barcode Uses (include but are not limited to)

- Pay a bill
- Make payment online for prior purchases or recurring services
- Sign up for email list, text messages or mailing list
- Sign up for online billing or paperless statement services
- Download a deal or coupon (and no hard copy certificate or voucher is mailed)
- Enter a contest or sweepstakes
- Sign up for a newsletter (electronic or hard copy)
- Proxy stock vote
- Take a survey
- Confirm a reservation (like a doctor or haircut appointment)
- Any link to a non-mobile optimized website
- Download and or receive text information such as directions/contact information
- Link to sign-in page for online account
- Link to webpage with information
- “Like” or “share” on social network site
- View a video
- Link to phone number or make a phone call
- Product for in-store pick-up

B. Registration Requirements

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com). Promotion participants must complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and 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 the terms of participation, all mail owners must complete a survey about their participation in the promotion at the end of the promotion period.

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Auto Enrollment (for Mail Service Providers): Electronic documentation (eDoc) enrollment using Mail.dat, Mail.XML, or Postal Wizard enables MSPs 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 generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, *PostalOne!* will process the eDoc and allow the mailing without failing the file. However, *PostalOne!* will not apply the promotion discount to the mailing.

C. Mailing Submission Requirements

Documentation/Postage Statement

Mailings must be submitted electronically via mail.dat, mail.xml or Postal Wizard. Mailings submitted via Postal Wizard claiming the Full Service discount cannot exceed 9,999 pieces. Basic Service pieces in Postal Wizard mailings are not subject to this limitation.

Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID).

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.

In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

Combined and Commingled Mailings

Participating mailers will be required to affirmatively claim this promotion in the Incentive Claimed section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements. All mailpieces covered by a postage statement must meet all eligibility requirements.

NOTE: THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

First-Class Mail and Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Promotion if:

- All of the pieces commingled in the mailing meet program requirements, or;
- The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that contain mobile barcodes.

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Mailing Date

Mail must be tendered for acceptance during the promotion period, November 1 – December 30, 2013. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through January 15, 2014, when presented with appropriate verification and payment documentation (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to November 1, 2013. Any qualifying mailing that is accepted and paid for prior to November 1, 2013 is not eligible for the promotion discount.

Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and “Official Government Mail” mailings are not eligible for the promotion. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Affixed Method option as follows:

- VAR/CVAR Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only option available is “Neither”
- Precanceled: Only “Neither” is an option

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
First-Class Mail Cards	0.20
First-Class Mail Letters auto and presort	0.25
First-Class Mail NM Letters	0.45
First-Class Mail Flats - auto and presort	0.35
Standard Mail Regular Auto/PRSRT/CR Letters	0.12
Standard Mail Regular Auto/PRSRT/CR Flats	0.13
Standard Mail Nonprofit Auto/PRSRT/CR Letters	0.05
Standard Mail Nonprofit Auto/PRSRT/CR Flats	0.06

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IMb Requirements: Mailings of Automation letters or flats must have Intelligent Mail® barcodes (basic or full-service). More details about this requirement are as follows:

Mail Category	IMb Required (Full Service or Basic)	IMb Not Required
First-Class Mail Letters and Cards	Automation (5-digit, 3-digit, AADC, Mixed AADC)	Presorted (Machinable and Nonmachinable)
First-Class Mail Commercial Flats	Automation (5-digit, 3-digit, AADC, Mixed AADC)	Presorted (Machinable)
Standard Mail Letters – Carrier Route & Automation (includes Nonprofit)	Carrier Route (Saturation, High Density & Basic) Automation (5-digit, 3-digit, AADC, Mixed AADC)	
Standard Mail Letters – Nonautomation (includes Nonprofit)		Carrier Route (Saturation, High Density and Basic) Machinable (AADC & Mixed AADC) Nonmachinable (5-digit, 3-digit, AADC, Mixed ADC)
Standard Mail Flats (includes Nonprofit)	Automation (5-digit, 3-digit, ADC, Mixed ADC)	Carrier Route (Saturation, High Density & Basic) Nonautomation (5-digit, 3-digit, ADC, Mixed ADC)

D. RESTRICTIONS ON BARCODE PLACEMENT PLACEMENT

The mobile barcode can be placed on the inside or outside of the mailpiece. The barcode cannot be placed on a detached address label (DAL) or card that is not attached to or enclosed within the mailpiece (e.g., unattached blow-in card).

The mobile-print technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece. Additional guidance is provided below:

Barcode Clear Zone

Barcode Clear Zone for Letters: The barcode clear zone for letters is defined in the Domestic Mail Manual (DMM®) section below. DMM design requirements (DMM Sections 202.5.1) must be met:

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DMM® 202.5.1 Barcode Clear Zone: Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears an Intelligent Mail barcode with a delivery point routing code (see 708.4.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 708.4.4. The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:

- Left: 43/4" inches from the right edge of the piece
- Right: right edge of the piece
- Top: 5/8 inch from the bottom edge of the piece
- Bottom: bottom edge of the piece

A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at the link below:

<http://pe.usps.com/text/qsg300/Q602.htm#1009536>

Barcode Clear Zone for Flats: For flats, the mobile barcode should not be placed within 1/8" of the actual routing Intelligent Mail barcode.

Indicia Zone

The "Indicia Zone" is two inches from the top edge by four inches from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within two inches of the actual postage indicia when the indicia is not placed in the described "indicia zone."

Indicia Zone for Flats: For optimal processing, avoid placing the barcode, images, or tags in the destination address block and indicia.

Indicia Zone for Letters: The "Indicia Area" on letter mail is the top-right corner. The Postal Service's Barcode Sorters look for these Information-Based Indicia (IBI) codes in the zone 2" from the top edge x 4" from the right edge of the mailpiece. Barcodes, images, or tags can not be used in this area.

E. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

At Mail Acceptance: The mailer must provide a hard copy, unaddressed sample of the mailpiece showing the placement of the mobile barcode, image, or tag and directional copy to the acceptance clerk. If a mailing agent submits promotional mailings 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 emerging technologies, mobile barcodes, images or tags, etc. and directional copy.

- Addressed samples will not be accepted (this is especially important for First-Class Mail as it would give the appearance of a piece that was paid for, but not delivered). If pieces are variably printed, one sample that is comparable to the mailing may be presented.

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- If the mailer is unable to print an unaddressed mailpiece the mailer should remove a piece from the mailing, remove the address (e.g. place a blank address label over the address) and submit it at mail acceptance. As an alternative for Standard Mail, an addressed piece may be accepted if the mailer marks through the address and marks "USPS Promotion Piece Sample" on the piece.

Post Mailing Requirements: The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements, to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until February 28, 2014, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

- If a mailing contains mobile barcode image, tag, and directional copy mail from multiple mailers, a sample of each mailer's mailpiece must be retained.

IV. TECHNICAL INFORMATION

For further technical information, please refer to **the relevant posted [Technical Specifications](#)** on RIBBS at:
https://ribbs.usps.gov/intelligentmail_schedule2013/releaseoverview2013.cfm

V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

Email: mobilebarcode@usps.gov
Facsimile: 202-268-0238
Mail: US Postal Service
Attn: Mobile Buy It Now Promotion
PO Box 23282
Washington, DC 20026-3282

Information and resources will also be posted online at:
<https://ribbs.usps.gov/index.cfm?page=mobilebarcode>

VI. Revision History

Date	Section	Reason For Revision	Version
5/30		Initial Requirements	1
7/22	III. Eligibility Requirements	Included Augmented Reality Experience	2