

The logo for BCC Software, featuring the letters 'BCC' in a large, bold, blue sans-serif font, with the word 'SOFTWARE' in a smaller, bold, blue sans-serif font directly below it. A thin horizontal line is positioned between 'SOFTWARE' and the tagline below.

**BCC**  
**SOFTWARE**

A BLUECREST COMPANY

# Stop Leaving Postal Savings on the Table

November 8<sup>th</sup> 2023

# INTRODUCTIONS

YOUR BCC SOFTWARE  
WEBINAR TEAM



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Sepire is in the secure communications business, with a focus on highly compliant print, mail, and other omnichannel communications. Our team has an extensive history of building long-term and innovative partnerships with our clients. We believe the best way to accomplish this is by building trust and confidence, which needs to be earned through performance, transparency, and experience. Our leadership team has more than 100 years of combined experience in the secure communications space. Sepire is a WBENC company with HITRUST and SOC 2 Type 2 security standards. Learn more at [sepire.com](https://sepire.com).

The logo for Sepire, featuring the word "sepire" in a lowercase, orange, sans-serif font. The letter 's' is stylized with a thick, rounded stroke.

# BCC SOFTWARE SOLUTIONS



## Mail Preparation

BCC Mail Manager Suite



## Post Presort (Mail.dat tools)

PostalWeb  
YourScore



## Mail Tracking

Track N Trace® Measure mailing effectiveness and coordinate your marketing efforts



## Advanced Workflow Management

BCC Ignite



## DMS Services

NCOA<sup>Link</sup>, DSF<sup>2</sup> / Walk Sequencing, Suppression, Rooftop Geocoding and many more

# A QUICK POLL (1)

We will quickly tabulate your answers.

And share the poll results.

1



# PRC APPROVED PROMOTIONS FOR 2024

## 2024 PROMOTIONS CALENDAR

USPS Marketing Mail® and First-Class® Mail Products
  First-Class® Mail Service
 ✍️ Registration Period
 🗓️ Promotion Period

| PROMOTIONS                       | JAN                | FEB | MAR | APR          | MAY                | JUN                | JUL                 | AUG | SEPT | OCT | NOV    | DEC    |
|----------------------------------|--------------------|-----|-----|--------------|--------------------|--------------------|---------------------|-----|------|-----|--------|--------|
| TACTILE, SENSORY AND INTERACTIVE | ✍️ JAN 9 🗓️ FEB 15 |     |     |              |                    |                    | JUL 31              |     |      |     |        |        |
| PERSONALIZED COLOR TRANSPROMO    | ✍️ JAN 9 🗓️ FEB 15 |     |     |              |                    |                    | JUL 31              |     |      |     |        |        |
| EMERGING TECHNOLOGY              |                    |     |     | ← 6 MONTHS → |                    |                    |                     |     |      |     |        |        |
| REPLY MAIL IMbA™                 |                    |     |     |              | ✍️ MAY 15 🗓️ JUL 1 |                    |                     |     |      |     |        | DEC 31 |
| INFORMED DELIVERY®               |                    |     |     |              |                    | ✍️ JUN 15 🗓️ AUG 1 |                     |     |      |     |        | DEC 31 |
| RETARGETING                      |                    |     |     |              |                    |                    | ✍️ JUL 15 🗓️ SEPT 1 |     |      |     | NOV 30 |        |

# A QUICK POLL (2)

Please answer YES or NO.

We will quickly tabulate your answers.

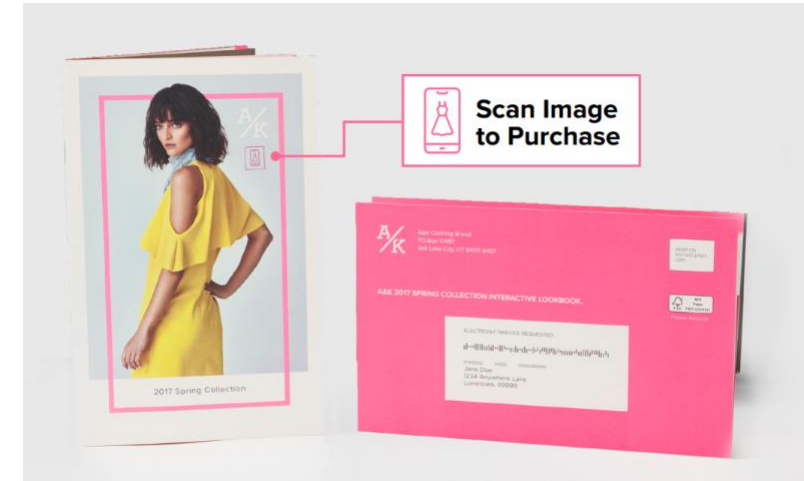
And share the poll results.

# 2



# EMERGING AND ADVANCED TECHNOLOGY FLEXIBLE START DATE WITH A 6-MONTH WINDOW

| Technology Used                           | Example                                                                                                                                 | Discount |
|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------|
| “Enhanced” Augmented Reality              | Show real world objects using 3D digital images                                                                                         | 3%       |
| Mobile Shopping                           | Mailpiece includes technology that allows a mobile device to open a mobile optimized website to purchase something                      | 3%       |
| Basic Integration with Voice Assistant    | Mailpiece includes specific instructions directing recipients to use a voice prompt to deliver a response or action from a voice device | 3%       |
| Advanced Integration with Voice Assistant | Mailpiece includes use of a pre-built or customized skill or action specifically developed for the voice assist device                  | 4%       |
| Near Field Communication                  | The mailpiece must incorporate NFC technology to engage a mobile device for an interactive experience (i.e. plays a song or video)      | 4%       |
| Virtual Reality                           | Mailpiece triggers a virtual experience via an included headset or the user’s own                                                       | 4%       |
| Mixed Reality                             | Mailpiece triggers an experience that blends a physical and virtual experience via an included headset or the user’s own                | 4%       |
| Video in Print                            | Mailpiece with integrated video screen, translucent paper, a shoppable video, or 360-degree video view                                  | 4%       |





# TACTILE, SENSORY, INTERACTIVE PROMOTION

## FEB 1 – JULY 31

|                                                                           |                                                                                                                                                                                                  |
|---------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Discount                                                                  | 5% on all qualifying pieces                                                                                                                                                                      |
| Registration                                                              | 12/15/23 – 2/1/2024                                                                                                                                                                              |
| Mail Classes                                                              | First-Class, Marketing Mail                                                                                                                                                                      |
| Specialty Inks                                                            | Conductive, Thermochromics, Photochromic, Metallic & Optically Variable                                                                                                                          |
| Sensory Treatments                                                        | Texture, Scent, Visual Effects (holographic and lenticular)                                                                                                                                      |
| Interactive                                                               | 3D elements, clean release cards, Infinite folds                                                                                                                                                 |
| <b>Step 1: Design the piece</b>                                           | <a href="https://postalpro.usps.com/promotions/portal">https://postalpro.usps.com/promotions/portal</a>                                                                                          |
| <b>Step 2: Register with USPS</b>                                         | <a href="https://gateway.usps.com/">https://gateway.usps.com/</a>                                                                                                                                |
| <b>Step 3: Create a Service Request for USPS to review your mailpiece</b> | Via your Business Customer Gateway account                                                                                                                                                       |
| BlueCrest Solutions                                                       | Integrated Card Attaching<br><a href="https://www.bluecrestinc.com/products/inserters/integrated-card-attaching/">https://www.bluecrestinc.com/products/inserters/integrated-card-attaching/</a> |

### BlueCrest Integrated Card Attaching for your Inserter



**ALLICO**

Joe Smith  
You are among a select group of drivers who qualified to receive this very special opportunity. Please respond by March 5, 2021 to see how much you could save.

PERSONAL ACCESS CARD **ALLICO**

GREAT RATES, EXCEPTIONAL SERVICE.

JOE SMITH 353 069 7485  
ALLICO PREFERRED DRIVER PERSONAL ACCESS NUMBER

Call 866-123-1234 for your FREE QUOTE

SWITCH and SAVE!  
OVER 73% OFF NOW

At Allico, we specialize in providing good drivers like you with better rates and award recognized customer satisfaction,

# PERSONALIZED COLOR TRANSPROMO

## FEB 1 – JULY 31

|                                                                           |                                                                                                                                     |
|---------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Discount                                                                  | <b>3%</b> for personalized color transpromo, <b>4%</b> with a reply mechanism                                                       |
| Registration                                                              | 12/15/23 – 2/1/2024                                                                                                                 |
| Mail Classes                                                              | First-Class                                                                                                                         |
| Color requirements                                                        | Must include a full (2 or more) color (not including black, white, or grayscale) marketing message or visualization of account data |
| Required Message Placement                                                | Must be printed as an onsert within the content of the bill or statement                                                            |
| No "Mail Diversion"                                                       | Cannot promote going paperless                                                                                                      |
| <b>Step 1:</b> Design the piece                                           | <a href="https://postalpro.usps.com/promotions/portal">https://postalpro.usps.com/promotions/portal</a>                             |
| <b>Step 2:</b> Register with USPS                                         | <a href="https://gateway.usps.com/">https://gateway.usps.com/</a>                                                                   |
| <b>Step 3:</b> Create a Service Request for USPS to review your mailpiece | Via your Business Customer Gateway account                                                                                          |
| BlueCrest Solutions                                                       | EvoluJet Production Printer<br><a href="https://evolujet.bluecrestinc.com/">https://evolujet.bluecrestinc.com/</a>                  |

BlueCrest EvoluJet Production Printer



# REPLY MAIL IMBA

## JULY 1 – DECEMBER 31

|                                                               |                                                                                                                                           |
|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Discount                                                      | 3% for a static barcode, 6% for a serialized barcode                                                                                      |
| Registration                                                  | May 15 to July 1, 2024                                                                                                                    |
| Mail Classes                                                  | First-Class QBRM letters and cards                                                                                                        |
| IMbA                                                          | <b>Eligible STIDs</b> are 708, 052, 072, 032, 778 (Ballot Returns)                                                                        |
| <b>Step 1:</b> Setup a permit for QBRM and IMbA with the MSSC | Work with the USPS Mailing and Shipping Solutions Center                                                                                  |
| <b>Step 2:</b> Pre-approval of QBRM pieces                    | Business Customer Gateway                                                                                                                 |
| <b>Step 3:</b> Register for the promotion                     | Business Customer Gateway                                                                                                                 |
| <b>Step 4:</b> Monitor reports and invoices                   | Business Customer Gateway                                                                                                                 |
| BlueCrest Solution                                            | <a href="https://www.bluecrestinc.com/products/printers/printresponse/">https://www.bluecrestinc.com/products/printers/printresponse/</a> |

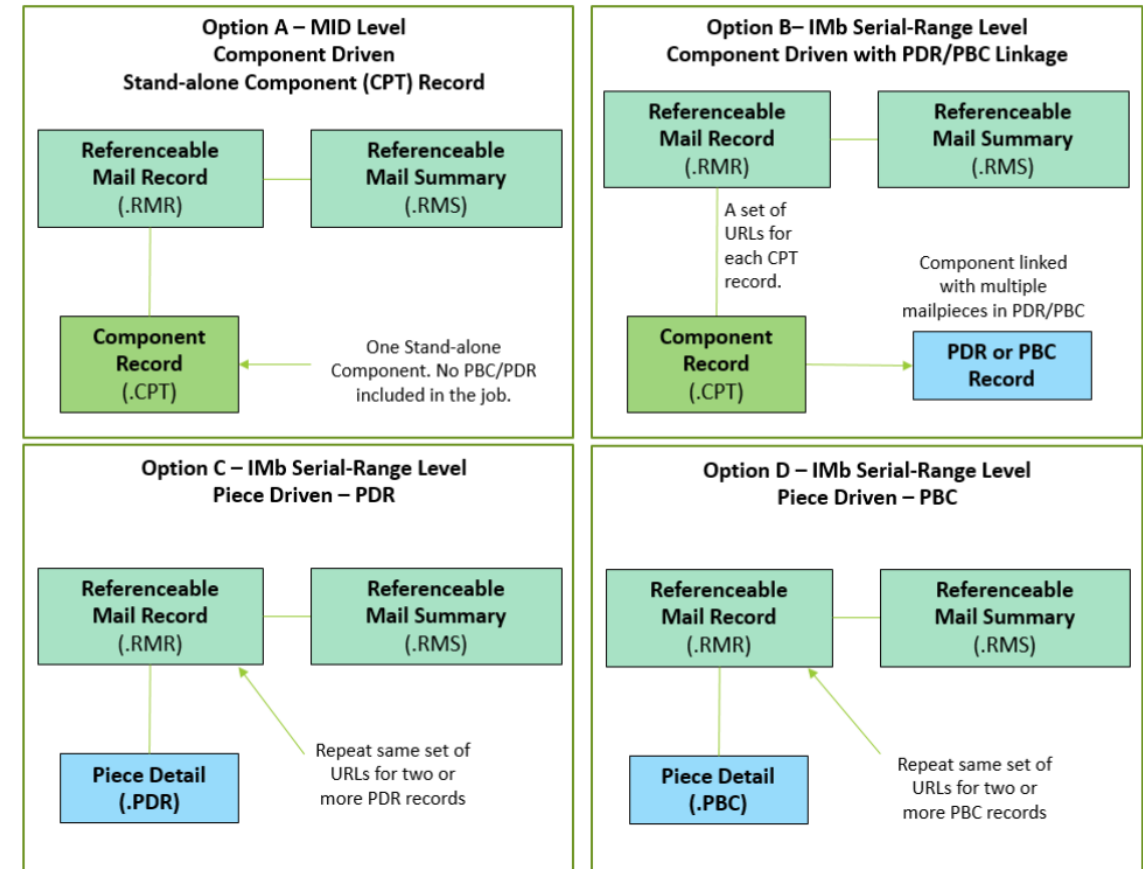


BlueCrest In-Line Envelope Printer

# INFORMED DELIVERY AUGUST 1 – DECEMBER 31

|                                                                                 |                                                                                                                         |
|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Discount                                                                        | 4% per piece in the mailing<br><b>0.5%</b> for the eDoc submitter                                                       |
| Registration                                                                    | June 15 to August 1                                                                                                     |
| Mail Classes                                                                    | First-Class and Marketing Mail cards, letters, and flats including Nonprofit                                            |
| Informed Delivery Requirements                                                  | Must have a full-color ride with an embedded live URL correlating to the campaign                                       |
| <b>Step 1:</b> Pre-approval of ride-along, URL, and digital sample of mailpiece | Mailing Promotions on the Business Customer Gateway                                                                     |
| <b>Step 2:</b> Register for the promotion                                       | Business Customer Gateway                                                                                               |
| <b>Step 3:</b> Upload interactive campaign                                      | Business Customer Gateway under the Additional Services tab                                                             |
| <b>Step 4:</b> Prepare and submit the mailing                                   | eDoc submitters receive the discount on a designated permit account                                                     |
| BCC Software Solutions with Mail.dat                                            | <a href="https://bccsoftware.com/software/mail-presort-suite/">https://bccsoftware.com/software/mail-presort-suite/</a> |

## Mail.dat Supports the Informed Delivery Information



# A QUICK POLL (3)

We will quickly tabulate your answers.

And share the poll results.

3



# RETARGETING SEPTEMBER 1 – NOVEMBER 30

|                                                                     |                                                                                                                         |
|---------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| Discount                                                            | 5% per piece in the mailing                                                                                             |
| Registration                                                        | July 15 to September 1                                                                                                  |
| Mail Classes                                                        | 4.25" x 6" single or presorted FCM Postcard<br>6 x 9" Presorted FCM Postcard                                            |
| STID Requirements                                                   | Must use <b>STID</b> 498 or 499 in the IMb to qualify for the discount                                                  |
| <b>Step 1:</b> Pre-approval of the retargeting process and solution | Mailing Promotions to submit the solution concept, and then submit a representative piece once approved by USPS         |
| <b>Step 2:</b> Register for the promotion                           | Business Customer Gateway                                                                                               |
| <b>Step 3:</b> Prepare and submit postage statements                | PostalOne!                                                                                                              |
| <b>Step 4:</b> Send the mailing                                     | You must have preapproval from USPS prior to the mail entry date to receive the discount                                |
| BCC Software Solutions supporting Mail.dat                          | <a href="https://bccsoftware.com/software/mail-presort-suite/">https://bccsoftware.com/software/mail-presort-suite/</a> |



The process involves matching either the visitor's IP address to a website or an app to a customer's physical address. Triggered automatically by an organic digital interaction, retargeted direct mail is a dynamically printed, targeted message sent in a timely manner to a customer's home via First-Class Mail® Postcard.

# GENERAL TIPS

- ⦿ Impact of Seamless Acceptance on USPS Promotion discounts
  - Future date the mailing in the eDoc so you have time to quality assure the Promotion information is correct before Seamless Acceptance auto-finalizes the statement
- ⦿ Enroll in the Promotion before submitting eDoc
  - MSPs often enroll on behalf of the Mail Owner, but cannot do so for Reply Mail IMbA or the 2024 Growth Incentive
- ⦿ Make sure you use the proper Promotion code in eDoc
  - The CCR record in Mail.dat must have the proper code, so check with your software provider if you are unsure of which code to use before submitting eDoc
- ⦿ Timing is important for the Informed Delivery Promotion
  - It is very important that the eDoc is not submitted before the start date of the Informed Delivery campaign as registered in the Business Customer Gateway portal
- ⦿ Don't forget the MSP credit of 0.5%
  - MSPs need to properly administer the Promotion credit and ensure that they have linked a valid permit/EPS combination to receive the credit in real time

# A QUICK POLL (4)

We will quickly tabulate your answers.

And share the poll results.

4





# 2024 MAIL GROWTH INCENTIVE

- ⦿ 30% credit for future mailing on qualifying mail volume in excess of 1M pieces and FY23 baseline volume, whichever is higher
- ⦿ All **Mail Owners** with a baseline volume in FY23 can register
  - MSP can register, but they must be a **Mail Owner** (primary benefactor of the mailing)
- ⦿ Mailers must have a minimum volume of 1 million pieces and grow mail volume above their FY23 baseline from Jan 1, 2024 to Dec 31, 2024
- ⦿ Mail classes include FCM, and Marketing Mail cards, letters, flats, MM CR, and MM parcels (but does not include EDDM retail)
- ⦿ Registration is via BCG and the Mailing Promotion Portal
- ⦿ Mail Owners will need to know their FY23 volume to compare to USPS calculated amount via the CRIDs, and will need to accept USPS Terms and Conditions

# MAIL GROWTH INCENTIVE – CALCULATION METHOD



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



Calculation



Adjustment

**June Calculation**

*June: CYTD volume is calculated against FY23 baseline*

**September Calculation**

*September: CYTD volume is calculated against FY23 baseline*

**December Calculation**

*December: CYTD volume is calculated against FY23 baseline*

**Make Necessary Adjustments**

*Any necessary adjustments are made based on average actual price paid for the entire performance period*

# MAIL GROWTH INCENTIVE – APPLYING CREDITS

## 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**

# FINAL COMMENTS AND RESOURCES

- ⦿ Some of the promotions, especially the Mail Volume Growth, are being clarified and possibly refined so be patient and check PostalPro for any changes or clarifications
  - <https://postalpro.usps.com/promotions>
  - <https://postalpro.usps.com/msi>
- ⦿ USPS has posted many of the promotion materials that are on PostalPro for you to easily download
  - <https://bccsoftware.com/usps-postal-promotions-resources/>
- ⦿ Mail Owners may need assistance with registering for the promotions, setting up a proper CRID, or calculating their 2023 baseline volumes
  - MSPs can assist with much of these promotions and should contact their software provider if they need help
- ⦿ Some of these promotions will change or be eliminated in 2025, so take advantage of these in 2024 if you can!

# AVAILABLE FREE RESOURCES TO ALL REGISTRANTS

## Session Slides

The session slides include:

- Slide 1:** Title slide: "Stop Leaving Postal Savings on the Table" with the BCC Software logo (A BLUECREST COMPANY) and the date "November 6th 2023".
- Slide 2:** "INTRODUCTIONS YOUR BCC SOFTWARE WEBINAR TEAM". It features two speakers:
  - CHRIS LIEN**, EVP Postal Affairs, BCC Software, with contact info: ChrisL@bccsoftware.com, 585.698.9891.
  - LEANNE HERMAN**, Director, Postal Affairs Sepire, with contact info: lherman@sepire.com, 414.517.1374.
- Slide 3:** "Thank you" slide with the BCC Software logo.

## eBook

The eBook content includes:

- Table of Contents:**
  - Overview: Common Challenges in Achieving Valuable Postage Savings
  - Challenge 1: The Impact of Searched on USPS Promotion Data
  - Challenge 2: Promotion Enrollment
  - Challenge 3: Appropriate Code Not Populated in the eBook
  - Challenge 4: Mailing Date is Not within the Promotion Period
  - Challenge 5: Informed Delivery Portal Campaign Upload
  - Challenge 6: Informed Delivery Data Correlation
- Introduction:** A photo of Chris Lien and Leanne Herman with the text "An Introduction to Overcoming 6 Common Challenges to Achieving Valuable Postage Savings".
- Expertise Matters:** A section stating that the eBook discusses overcoming 6 common challenges to achieving valuable postage savings, with business and postal costs on the rise. It emphasizes the importance of using postal solutions such as BCC Software's offerings to capture all the savings that are possible.
- Company Information:** A section about BCC Software, noting it was founded in 1978 and is headquartered in Rochester (NY), with offices in Seattle (WA) and LA (CA). It also mentions Sepire's extensive history of building long-term and innovative partnerships with clients.

BCC SOFTWARE **USER CONFERENCE**

# Info**X**change

**CHICAGO** 2024

AUGUST 12TH - 15TH

*Save the dates!*

LEARN | GROW | XCHANGE INFORMATION

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# Questions & Answers



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# Thank you

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