



2022 USPS® Promotions & Incentives

1 Tactile Sensory & Interactive Mail Piece Engagement Program

The TSI promotion encourages marketers to incorporate a multi-sensory experience in their mailpiece in order to drive their customer engagement and response rates.

Promotion Period: February 1, 2022 – July 31, 2022

Registration: December 15, 2021 – July 31, 2022



2 Emerging & Advanced Technology Promotion

Mailers who create mailpieces that use at least one form of approved emerging or advanced technologies will receive a postage discount.

Promotion Period: March 1, 2022 – August 31, 2022

Registration: January 15, 2022 – August 31, 2022



3 Earned Value Promotion

Provides a discount to eligible mailers who send Business Reply Mail (BRM), Courtesy Reply Mail (CRM) and Share Mail to facilitate customer engagement.

Promotion Period: April 1, 2022 – June 30, 2022

Registration: February 15, 2022 – March 31, 2022



4 Personalized Color Transpromo Promotion

This promotion encourages mailers to highlight marketing messages using color, dynamic variable print, and personalization. Color messaging incorporated in bills and statements fosters a better connection and response from consumers.

Promotion Period: July 1, 2022 – December 31, 2022

Registration: May 15, 2022 – December 31, 2022



5 Informed Delivery Promotion

For business mailers who launch Informed Delivery interactive campaigns with their physical mailpieces to reach and engage customers.

Promotion Period: August 1, 2021 – December 31, 2021

Registration: June 15, 2021 – December 31, 2021



6 Mobile Shopping Promotion

Encourages mailers to integrate mobile technology with direct mail thus creating a convenient method for consumers to do their online shopping.

Promotion Period: September 1, 2022 – December 31, 2022

Registration: July 15, 2021 – December 31, 2022



For promotion questions, please visit: postalpro.usps.com/promotions