How To Register for the Emerging Technology Promotion 2024 USPS Incentive

The USPS is changing how clients register to participate in the Emerging Technology promotion for 2024. In past years clients did not have to pre-register on the Business Customer Gateway (BCG) for a promotion.

NEW in 2024 are 2 items:

1)   Mailers MUST register on the BCG.

2)   The promotion will be handled as YOU PICK 6.

That means that the mailer can pick whatever 6-month time frame they want to participate in the promotion. You can choose January 15 through June 15th, or you can choose April 1st through September 1st. Registration for this promotion will begin in December 2023.
**Please note that you cannot cross promotions. Mailers should look at all the USPS promotions to make sure that their 6 Month time frame from Emerging Technology does not cross over to the Tactile Promotion which has a higher discount of 5% or the Informed Delivery Promotion which is a 4% discount.
The Emerging Technology Promotion offers either a 3% discount or a 4% discount depending on the technology used.

Mail piece samples must be submitted electronically to the USPS for approval via the Mailing Promotions Portal. 3% discount includes the following:
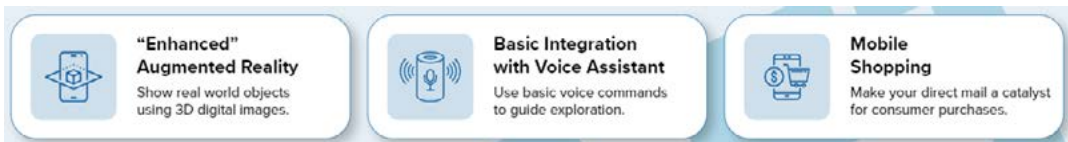
4% discount includes the following:

Registration is now open on the BCG for clients to enroll in the Emerging Tech Promotion.
Below are the instructions on how to enroll.

Log into the USPS Business Customer Gateway: gateway.usps.com/eAdmin/view/signin

If you don't have a log in to the BCG you can sign up. Please refer to HOW TO CREATE A USPS BUSINESS CUSTOMER GATEWAY ACCOUNT document.

Once logged in go to Mail Services at the top left of the page:

Scroll down and find the Incentive Programs and select GO TO SERVICE.

✦	Electronic Data Exchange (PostalOne!) more info >	Go to Service
✦	Every Door Direct Mail more info >	Get Access
✦	Incentive Programs more info >	Go to Service
✦	Informed Visibility more info >	Go to Service
✦	Intelligent Mail Small Business (IMsb) Tool more info >	Get Access

If you do not have access to the Incentive Program already click on GET ACCESS to submit your access request.
On the Incentive page scroll down to find the box that lists 2024 Emerging & Advanced Technology Promotion.
**There will be 2 boxes, one for the "regular" Emerging Tech and another for the Enhanced Emerging Tech.
You can do one or both.

Click the incentive name to get more information or to begin enrollment.

2024 Emerging & Advanced Technology Promotion

Due to the distinct advantages mail offers as a direct marketing channel along with the amplified results that can be achieved from an integrated print and digital campaign, the 2024 Emerging and Advanced Technology promotion encourages customers to explore opportunities to incorporate technologies such as "Enhanced" Augmented Reality, Basic Integration using Voice Assistant, and Mobile Shopping. Each of these technologies allow for a 3% discount when used in a qualifying mailpiece. This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

NOTE: The mailpiece must use at least one form of the approved emerging or advanced technologies referenced above in order to receive the promotion discount.

3% Discount

2024 Enhanced Emerging Technologies Promotion

The use of technology is a proven force in the marketing landscape for today's savvy marketing professionals. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with advances in technology. To participate in the promotion, the mailpiece must incorporate any of the following technologies: Mixed Reality, Virtual Reality, Advanced Integration using Voice Assistant, NFC Technology, and Video in Print. Each of these technologies allow for a 4% discount when used in a qualifying mailpiece. These technologies will allow the recipient to engage in an interactive experience using the mailpiece and mobile devices, tablets, etc.

NOTE: The mailpiece must use at least one form of the approved emerging or advanced technologies referenced above in order to receive the promotion discount.

4% Discount

Select BEGIN ENROLLMENT

Select on the LEFT side of the screen the Additional Contact Information and complete the fields on the page and then SAVE in the bottom right corner.

Next Select LOCATIONS. Enter a name for your CRID or Group of CRIDS and select ADD. This option will allow mailers with multiple CRIDS to "group" them differently or you can add all of them into 1 GROUP.

Next click on the DOWNLOAD TEMPLATE. Open the template and add the CRID or CRIDS you want to add into the GROUP you just created. Save it to your computer. Do not add a header. Column A Row 1 should just have a CRID listed. Then Column A row 2 would have another CRID.

Template example of 1 CRID:

	A	B	C	D	E
1	9998887				
2					
3					
4					
5					

Add your excel file template of CRIDS to your desired CRID group. Select Choose File and upload the template saved on your computer. Click OK.

Review added CRIDS and Select BACK

Once you have completed creating CRID GROUPS select I AGREE

Select PAYMENT ACCOUNTS on the LEFT. Confirm your permit information on the screen and select I AGREE.

Once Additional Contact Information, Locations and Payment Accounts show Complete select Certification and then I AGREE.

Now the top status on the page will say ENROLLED

View your promotion start and end date at any time by clicking on My Activity Report. Your "START" date of the You Pick 6 promotion will begin when PostalOne sees a registered CRID uploaded for postage payment.

Promotion Guidebooks

The Guidebooks facilitate participation in each of the Promotions available and provide guidelines to users. Guidebooks can be found on each Promotion's PostalPro™ page:

postalpro.usps.com/promotions

How to Enroll Guide

Guide teaching participants how to register via the **Business Customer Gateway:**

https://postalpro.usps.com/promotions/et-enroll

For instructions on accessing the **Mailing Promotions Portal,** visit:

postalpro.usps.com/promotions/portal

Questions can be directed to mailingpromotions@usps.gov

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