

# 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:

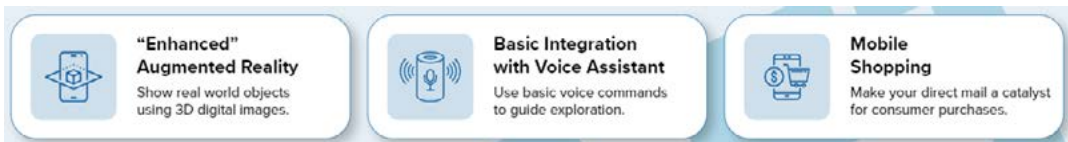
- 1) Mailers **MUST** register on the BCG.
- 2) The promotion will be handled as **YOU PICK 6**.

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](https://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:

# BUSINESS CUSTOMER GATEWAY

**Mailing Services** Shipping Services Additional Services

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

✦ Electronic Data Exchange (PostalOne!) <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
✦ Every Door Direct Mail <a href="#">more info &gt;</a>	<a href="#">Get Access</a>
✦ <b>Incentive Programs</b> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
✦ Informed Visibility <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
✦ Intelligent Mail Small Business (IMsb) Tool <a href="#">more info &gt;</a>	<a href="#">Get Access</a>

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

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**2024 Emerging & Advanced Technology Promotion** [Begin Enrollment](#) [Back to Incentives Home](#)

**Program Summary** **2024 Emerging & Advanced Technology Promotion Overview**

**Program Assistance**

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.

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: "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. These technologies will allow the recipient to engage in an interactive experience using the mailpiece and mobile devices, tablets, etc.

► [Show Additional Information](#)

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.

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**2024 Emerging & Advanced Technology Promotion** **Enrollment Status: UNENROLLED\*\*INCOMPLETE ACTIVITY\*\*** [Back to Incentives Home](#)

**Program Summary** Provide an alternate contact for promotion specific matters. The Program Office will contact the alternate only in the event you are unavailable.

**Additional Contact Information** *Incomplete*

**Locations** *Incomplete*

**Payment Accounts** *Incomplete*

**Program Assistance**

**Alternative Primary Contact Information (Required)**

Country:\* UNITED STATES

Name:\*

Address 1:\*

Address 2:

City:\*

State:\* --Please Select a State--

ZIP/Postal Code:\*

Phone Number:\*

Ext:

Email:\*

Fax Number:

**Technical Contact Information (Optional)**

Country: UNITED STATES

Name:

Address 1:

Address 2:

City:

State: --Please Select a State--

ZIP/Postal Code:

Phone Number:

Ext:

Email:

Fax Number:

Required fields are marked with \*

[Save](#)

LEGAL: Privacy Policy > Terms of Use > FRIA >

ON USPS.COM: Government Services > Buy Stamps & Shop > Print a Label with Postage >

ON ABOUT.USPS.COM: About USPS Home > Newsroom > Mail Services Updates >

OTHER USPS SITES: Business Customer Gateway > Postal Inspectors >

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.

The screenshot shows the USPS CRID Group Management interface. At the top, it displays the USPS logo and navigation links (USPS.COM | GATEWAY | HELP | SIGN OUT). Below this, the page title is "2024 Emerging & Advanced Technology Promotion" and the enrollment status is "UNENROLLED\*\*INCOMPLETE ACTIVITY\*\*". A "Back to Incentives Home" button is visible. The main content area is titled "CRID Group Management" and includes a "Download Template" link. A form titled "Create Enrollment CRID Group" is present, with a text input field containing "Group 1" and a yellow "Add" button. Below the form, a message states "There are no CRID groups found. Please add a new CRID Group to start." The left sidebar contains navigation links for "Program Summary", "Additional Contact Information", "Locations", "Payment Accounts", and "Program Assistance", with "Locations" highlighted. The footer contains various links categorized under "LEGAL", "ON USPS.COM", "ON ABOUT USPS.COM", and "OTHER USPS SITES".

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.

This screenshot shows the same USPS CRID Group Management page, but with the "Download Template" button highlighted. The "Create Enrollment CRID Group" form is now empty. Below the form, a table displays the group information:

Group 1	-
---------	---

The rest of the page, including the sidebar and footer, remains the same as in the previous screenshot.

## 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.

The screenshot shows the USPS CRID Group Management interface. The page title is "2024 Emerging & Advanced Technology Promotion" with an enrollment status of "UNENROLLED\*\*INCOMPLETE ACTIVITY\*\*". The "CRID Group Management" section includes a "Download Template" link and a "Create Enrollment CRID Group" form. The form has a text input field for a name and an "Add" button. Below this, a table shows "Group 1" with a minus sign. The "Upload file to add CRIDs to CRID Group" section is highlighted with a blue circle and contains a "Choose a file to upload" button, the filename "AddToCridG...emplate.xlsx", and an "OK" button. A red message states "There are no CRIDs found for this group." At the bottom, there are "I Agree" and "I Disagree" buttons. The footer contains legal and other USPS site links.

Review added CRIDS and Select BACK

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2024 Emerging & Advanced Technology Promotion Enrollment Status: UNENROLLED\*\*INCOMPLETE ACTIVITY\*\* [Back to Incentives Home](#)

**Program Summary** Results of adding CRIDs to group:

CRID	Message
123456789	Added successfully.
987654321	Added successfully.

[Back](#)

**Additional Contact Information** Complete

**Locations** Incomplete

**Payment Accounts** Incomplete

**Program Assistance**

Once you have completed creating CRID GROUPS select I AGREE

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2024 Emerging & Advanced Technology Promotion Enrollment Status: UNENROLLED\*\*INCOMPLETE ACTIVITY\*\* [Back to Incentives Home](#)

**Program Summary** CRID Group Management

Download Template

Create Enrollment CRID Group

Please enter a name for a new Enrollment CRID Group:  [Add](#)

**Group 1**

Upload file to add CRIDs to CRID Group

Choose a file to upload [Choose File](#) No file chosen [OK](#)

CRIDs found under this group:

123456789  
987654321

[I Agree](#) [Disagree](#)

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

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2024 Emerging & Advanced Technology Promotion Enrollment Status: UNENROLLED\*\*INCOMPLETE ACTIVITY\*\*

[Back to Incentives Home](#)

**Program Summary**  
 There are no permits associated with any of the CRIDs linked to this program. Please go to a BMEU to create a new permit. Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

1. Return to the BCG homepage.
2. Select the Manage Permits link (under Account Services).
3. Select which location you want to link the permit to (click the company name associated to the location).
4. Navigate to Payment/Permit Accounts Tab.
5. Enter the four pieces of information precisely: 1) Account Number, 2) Account Type, 3) Post Office ZIP Code where you opened your permit and, 4) One of ten of the most recent transactions.

**Additional Contact Information** Complete

**Locations** Complete

**Payment Accounts** Incomplete

**Program Assistance**

After successful authentication, the permit account will be linked to the selected business location and will be visible on this tab.

Once your permit has been linked, go back to the Incentive Programs service from your homepage, navigate back to this tab and ensure that all your permits are listed below. Otherwise, wait up to 30 minutes before using that permit account in the electronic documentation.

Filter: --Select Table-- by --Select Category-- for

Eligible Permits: Showing 0 - 0 of 0

CRID	Permit Account Number	Permit Type	Permit Number	Finance Number	Permit ZIP	PO Address
Nothing found to display.						

I Agree  Disagree

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

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2024 Emerging & Advanced Technology Promotion Enrollment Status: UNENROLLED\*\*INCOMPLETE ACTIVITY\*\*

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**Program Summary**  
 To complete enrollment into the program, you must agree to the legal statement below. If you choose to disagree, your enrollment will not be completed and you will be routed to the Program Assistance page to initiate correspondence with USPS regarding your concerns.

**Additional Contact Information** Complete

**Locations** Complete

**Payment Accounts** Complete

**Certification** Incomplete

**Program Assistance**

**Certification Agreement:**

By checking the "I Agree" button below, I declare that I have reviewed the Program Requirements Document and agree to follow the terms of the 2024 Emerging and Advanced Technology promotion as outlined in the program requirements document available for download on the Incentive Programs description page. I further declare that the accounts (permit numbers) and locations (Customer Registration IDs) listed in this enrollment are correct and that I intend to participate in the promotion using any combination of these accounts. I understand that, though enrolled, I am not required to participate and I can obtain details online at gateway.usps.com or ask USPS® questions regarding my enrollment. If I am a Mail Service Provider (MSP), I declare as follows: (i) that I am authorized to use the Mailer IDs (MID) or Customer Registration IDs (CRID) as listed in this enrollment and in electronic files I intend to submit to the USPS, (ii) that I am authorized to represent each of the customers I enroll, (iii) that I have provided each customer (the Mail Owner) with the documents/rules, and (iv) that I have informed each of my customers of the terms of the promotion.

I Agree  Disagree

Now the top status on the page will say ENROLLED

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2024 Emerging & Advanced Technology Promotion **Enrollment Status: ENROLLED** [Unenroll](#) [Back to Incentives Home](#)

**Program Summary** 2024 Emerging & Advanced Technology Promotion  
Overview

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**Enrollment Status** - Enrolled - 4 out of 4 steps completed  
Please complete all of the steps below to enroll.

**Enrollment Steps (4)**

- [ + ] Additional Contact Information - Complete
- [ + ] Locations - Complete
- [ + ] Payment Accounts - Complete
- [ + ] Certification - Complete

**My Activity Report**

View Activity Report - [View My Activity Report](#)

**Program Assistance**

[Show Additional Information](#)

LEGAL Privacy Policy | ON USPS.COM Government Services | ON ABOUT.USPS.COM About USPS Home | OTHER USPS SITES Business Customer Gateway

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.

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2024 Emerging & Advanced Technology Promotion **Enrollment Status: ENROLLED** [Unenroll](#) [Back to Incentives Home](#)

**Program Summary** Activity Report

Activity is updated on a daily basis. Each mailing date reflects a daily total mailing activity.

Mailing Start Date:  Mailing End Date:

Mailing Date	Company	Postage Statement Id	Mail Class	Permit Number	Permit Type	Finance Number	Total Pieces	Discount Amount	Total Postage	Mailing Group ID	Job ID
Nothing found to display.											

[Download to Excel](#)

**My CRID groups**

The CRIDs for the CRID groups and their respective start and end date associated with this enrollment.

Group ID	Group Name	CRID ?	Company Name	Start Date	End Date	Remaining Days
1	Group 1	123456	Company 1			No start date

**My Activity Report**

**Program Assistance**



## 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](https://postalpro.usps.com/promotions)

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## 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](https://postalpro.usps.com/promotions/portal)

Questions can be directed to [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)