

Greeting Card Association Meeting

Friday, September 23, 2022

Jason Johnson, Director Inside Sales

Steven Mills, Manager USPS Connect Local



Agenda

USPS Connect

Every Door Direct Mail

Click-N-Ship

Priority Mail

Resources

USPS **CONNECT**[™]

Delivering for America.



The **Delivering for America plan** continues the USPS mission of connecting business, communities, and customers across the country.

USPS Connect[™] is a key part of that plan and yet another way that we are fulfilling that mission.



What is USPS**CONNECT**TM?

It's our new approach to meet the evolving package and mail delivery needs for businesses of all sizes. This suite of affordable solutions capitalizes on our ongoing network improvements, new processing equipment, and increased operational precision.

USPS
CONNECTTM
Local

USPS
CONNECTTM
Regional

USPS
CONNECTTM
National

USPS
CONNECTTM
Returns



Fast, local delivery designed for Main Street.

Shop local, ship local with same-day and next-day delivery for your community.

37%

U.S. parcel volume year-over-year growth, equaling 10% average growth from 2015 to 2020.¹

62%

of shoppers consider delivery speeds before making an online purchase.²

93%

More than 9 in 10 Shoppers said that supporting small business is more important than ever because of the pandemic.³

1. Jason Dies, "Parcel Shipping Index 2021," Pitney Bowes, 2021.
2. "The Omnichannel Retail Report," 2020 Flexe Omnichannel Consumer Survey and 2020 Flexe Retailer and Brand Business Survey, March 10, 2021.
3. "The Intuit QB Commerce Survey" conducted by Wakefield Research from July 28 to August 4, 2021.





Why **USPS Connect™ Local** is good for your business.

Meet customer demand.

Provides new, cost-effective ways to meet customer demand for fast delivery.

Fast delivery.

Offers expected same-day or next-day package and mail delivery.¹

Convenient pickup.

Provides free Package Pickup, available for next-day delivery.²

Cost savings.

Shipping and mailing supplies are available at no additional cost³ when you print and pay for postage via the Click- N-Ship[®] application.

Added value.

Qualified customers could be featured in our **USPS[®] Shipping Local Directory** on [USPS.com](https://usps.com).⁴

1. Participation in USPS Connect Local requires agreement to program terms and entry of packages and mail close to final destination. Same-day delivery is expected but not guaranteed and may not be available at all locations. Next-day delivery may be impacted by holidays and availability of Sunday delivery. When Sunday delivery is available, there is an additional fee for USPS Connect Local Shipping services. Sunday delivery is not available for USPS Connect Local Mail services. Additional restrictions may apply. Speak with your USPS[®] Representative for details.
2. For details on free Package Pickup, visit usps.com/pickup. On-demand pickup is available for a fee and is not available for the USPS Connect Local flat-rate mail service.
3. Free packaging is only available for Flat Rate boxes, bags, and envelopes.
4. Please visit usps.com/business/shipping-local-directory-criteria.htm for details and eligibility requirements.





Shipping made easy and convenient.

With USPS Connect™ Local, you can select from several flat-rate options or use your own packaging to get rates as low as **\$3.95** for shipping and **\$2.95** for mail. Plus, you can get free Package Pickup.¹

1. For details on free Package Pickup, visit usps.com/pickup.



usps.com/business/connect-local.htm

USPS Connect Local Flat Rate packaging options:



Flat Rate Box:
\$4.95 for up to 25 pounds



Flat Rate Small Poly Bag:
\$4.15 up to 25 pounds



Flat Rate Large Poly Bag:
\$4.95 up to 25 pounds



Flat Rate and Legal Flat Rate Envelopes:
\$2.95 up to 13 ounces



Driving Local Business with Every Door Direct Mail (EDDM)?

EDDM is an efficient and affordable service for businesses that want to target specific customer bases in their local market simply and efficiently.

- A cost-effective way to mail
- Reach every relevant address in the target market
- Easy to prepare – with the USPS online mapping tool



EDDM Retail

EDDM Retail Features:

- Great for small businesses, restaurants, realtors, and local political campaigns
- Send at least 200 and up to 5,000 pieces per day per ZIP Code™
- Drop off your EDDM mailing at the Post Office™
- No special mailing permit needed
- Pay online or at the Post Office
- **NOW: Pre-Pandemic Pricing \$0.187 per piece**



EDDM Online Tool



With this tool, mailers can . . .

- Identify carrier routes
- Use Demographics to refine search
- Determine number of pieces to send
- Create necessary documents
- Calculate and pay for postage in real time

Access the tool at usps.com/everydoordirectmail

Click-N-Ship

Print Click-N-Ship Online Postage

Ship Packages Easily from Home or Office

1. **Pay:** Buy Priority Mail® or Priority Mail Express® postage for your packages.
2. **Print:** Print your labels (or use Label Broker® service at a Post Office™ location).
3. **Ship:** Schedule free package pickups online or drop off your packages.
4. **Save:** Businesses earn [USPS® Loyalty Program credits](#) for online shipping.



Create Batch Shipments

Sending the same items to different people? Use the Batch Order option to print labels for up to 20 packages at once.

Order Flat Rate Boxes

No scale? No worries. Use our Flat Rate shipping products. If It Fits, It Ships®¹

Schedule a Pickup

Save time and schedule a free USPS Package Pickup, all from your home or office.²



Priority Mail

Priority Mail

1-3 Business Days¹ & Flat Rate Pricing²

Priority Mail[®] service includes tracking and delivery in 1-3 business days¹. Check delivery time estimates on the [Priority Mail Delivery Map](#). [Priority Mail Flat Rate[®]](#) lets you ship packages up to 70 lbs to any state at the same price. Ship from Post Office[™] locations or from your home or business with [Click-N-Ship[®]](#) service. Prices start at \$8.70.



Features

- Fast delivery time: 1-3 Business Days¹
- Free Package Pickup service at your home or office
- Includes USPS Tracking[®] and up to \$100 of insurance⁵ with most shipments (restrictions apply)
- No surcharges for fuel; resident or rural delivery; or Saturday⁷ delivery
- Flat Rate, regional, and prepaid pricing (retail only) available

Resources

- **USPS.COM**
 - www.uspsdelivers.com
 - www.uspsmailjourney.com
 - www.usps.com/business/connect-local.htm (Connect Local)
 - www.usps.com/ship/online-shipping.htm (Click-N-Ship)
 - www.usps.com/business/every-door-direct-mail.htm (EDDM)
- **Inside Sales Contact Center: 833-USPS-BIZ (833-877-7429)**
 - Personalized assistance
 - M-F 9:00 AM EST – 7:15 PM EST
 - Assist setting up CNS accounts, Carrier Pickup requests, mailpiece design/approval, advanced rate options, set up dedicated Account Management

We're ready to serve you.

At USPS, we're continuously innovating to keep pace with customer expectations as they grow and change. So expect even more exciting changes ahead as we implement our Delivering for America plan.



QUESTIONS?