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Voices of Marketing

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LETTER

one:one

Welcome to your personal copy of our *ONE:ONE* magazine! This issue is filled with stories, insights, and trends that reflect the dynamic shifts in marketing, innovation, and consumer engagement. Whether you are a seasoned marketer, business leader, or curious reader, there's something here for everyone.

We kick things off with "Marketing That Moved Us," featuring Titleist's captivating docuseries, "Finding Feel." The video series takes viewers behind the scenes of their product development process through the eyes, hands, and hearts of its employees and golfers like yourself. This campaign exemplifies how authenticity can foster deeper brand loyalty.

Continuing our exploration of evolving trends, we revisit the humble QR code and its modern resurgence in marketing. No longer just functional tools, QR codes have transformed into powerful drivers of consumer engagement, from immersive campaigns to valuable data collection.

Our featured brand in this issue is Stanley®. Their rapid growth proves that innovation paired with strategic brand building can reinvigorate even the most traditional businesses. Stanley's thoughtful pivot toward lifestyle marketing demonstrates the power of expanding your audience.

We also explore nine essential AI tools for marketing professionals. These tools, ranging from Midjourney for creative visuals to Jasper for content generation, are not about replacing human ingenuity—they're about amplifying it.

Finally, we look at 2025's USPS mailing promotions, offering valuable insights for marketers seeking to leverage innovative mail strategies while saving postage dollars.

As always, our goal is to keep you informed and inspired. Enjoy the read, and may these stories spark new ideas for your marketing journey ahead!

Sincerely,



Drew Townsend
Partner, Square One

Register to WIN
a Limited-Edition Stanley
40 oz. Tumbler!

Brands We Love — page 8

SCAN the QR code
to register or visit:
sqone.net/giveaway





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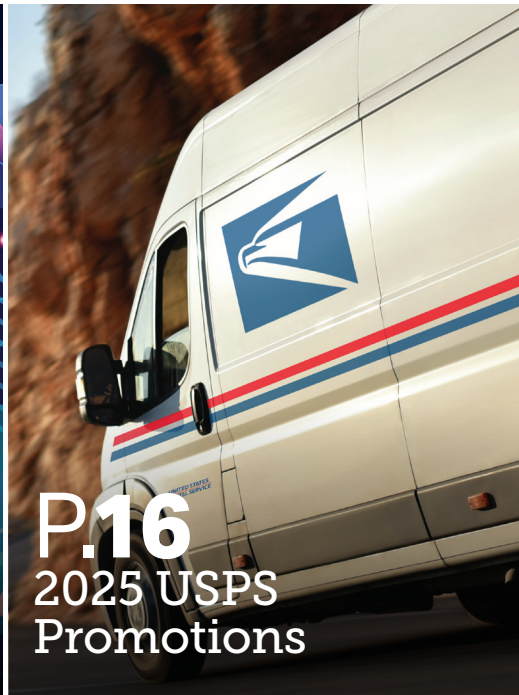
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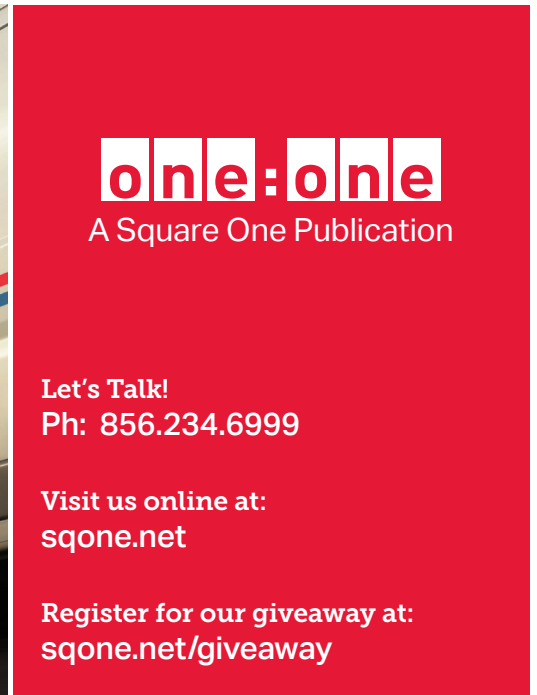
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MARKETING THAT MOVED US:

Finding Feel





Photography Credit: Nick Hamilton

WHO DID IT: Titleist golf company (in partnership with WOLVVS, an LA-based production company).

WHAT IT IS: A docuseries from Titleist, makers of premium golf clubs and golf balls. Titled “Finding Feel,” the series lives on YouTube and brings viewers behind the scenes to see how the company engineers the sensation of “feel” into their clubs. On YouTube, Titleist released both a full, 14-minute video as well as a multipart series version.



RESULTS: At the time of this writing, the complete, 14-minute version on YouTube has racked up nearly 2 million views and generated almost 3,000 comments on Titleist’s YouTube channel (with 130K subscribers).

HOW THEY DID IT AND WHY IT WORKS: It’s very difficult to “own” a commonly used term or phrase in any industry space. This is especially true in sports, where phrases and lingo quickly become outdated clichés. Given that just about any golfer will tell you that “feel” is what they want most from their irons, for Titleist to even attempt explaining how they engineer “feel” is a bold move. It’s not something you can convey in an Instagram reel or even a few lines of ad copy; it requires a deeper dive and an entertaining delivery, and that’s where Titleist made a hole in one. The video series resonates with what can be a fickle golf audience, as the brand delivers

an authentic look behind the curtain, trusting that the audience will remain engaged. It also never mentions a specific product by name, making it a timeless piece that can live online for years.

KEY TAKEAWAY: You don’t have to be Titleist to rely on your employees to tell your best stories. The presence of some big-name professional golfers helps draw attention to the series, but what we loved most was that Titleist took a hard-to-explain topic and relied on its employees to let us inside their world. The passion and love for the game that the engineers and product developers display is plain to see (the series even begins with one employee hitting balls into a net in his backyard while he waits for his BBQ dinner to cook). Most importantly, the end consumer (the golfer) now understands how the hours and money spent on research and development manifest in the clubs they use every time they play golf. ■

SCAN TO WATCH!
Scan the QR code to watch the video on YouTube.





QR Codes: What's Old Is Cool Again.

Elevating QR codes to the next level.

QR codes became a regular part of our lives during the COVID-19 pandemic, as businesses used them to reduce physical contact with menus and other items. Though invented in the 1990s, they didn't gain widespread use until the pandemic highlighted their potential. Today, QR codes are everywhere—from concert tickets to consumer reviews—and while “everywhere” certainly includes the marketing world, there's a good chance you are still not using them to their full potential.

The practical uses of QR codes for actions like registrations, ticket purchases, app downloads, and submissions are just the tip of the iceberg. Companies are also using them to collect consumer data; drive sign-ups; share set-up instructions and video manuals; present product origins and traceability information; capture consumer reviews; and

even comply with regulations by providing real-time ingredients, safety instructions, and testing reports.

“They're becoming essential for marketing strategies and compliance because they seamlessly link physical products and traditional ads to digital experiences—promotions, surveys, real-time information, or detailed product info—with a simple scan, closing attribution gaps and boosting conversions,” says Sarah Ellenbogen, founder of Digiphy, a company that helps brands engage customers and has a particular expertise in QR code implementation.

Specifically for marketers, QR codes can be used to run interactive, evergreen campaigns to offer personalized experiences or engage consumers at retail locations with offers and augmented reality store wayfinding. They are even giving traditional advertising channels like print ads or billboards a new lease on life because a QR code can digitally activate those traditional advertising placements and funnel consumers to a specific action.

In 2023, Shake Shack launched an immersive out-of-home campaign that relied on QR codes to promote its limited-time White Truffle Menu. The company installed 500 billboards across Manhattan, Queens, and Brooklyn that invited people to scan a QR code for the opportunity to win up to \$2,000, as well as promo codes that could be used at restaurants.

One very valuable aspect of a QR code-dependent campaign like Shake Shack's is that it can prove the ROI of ad spend to a budget-conscious CFO. The codes make it easy to see if the campaign is driving consumers to take the desired action—whether that means [▶](#)

downloading an app, sharing their data for a discount, or having a shoppable experience.

“We’ve observed that QR codes on street-level billboards boost engagement significantly,” Ellenbogen says. “The key to having success (post-scan) is crafting unique, tailored digital experiences relevant to the advertised products, rather than just linking to a brand’s website.”

So how do QR codes work and what do they cost?

First, the technical info. There are two types of QR codes. Static QR codes are free and straightforward, linking to a single, unchangeable URL with no tracking analytics. All of this makes them best suited for one-time use. Dynamic QR codes, on the other hand, are what Ellenbogen calls “the gold standard” because they allow unlimited URL redirects and offer comprehensive analytics and insights. They often involve a monthly fee for software to manage URLs and data.

“The creation of dynamic QR codes revolutionized QR marketing by allowing real-time URL updates and content changes, even after printing,” Ellenbogen says. “That means easy updates to content—such as copy, promotions, and more—without costly reprints or developer input. Dynamic QR codes turn physical products into interactive and always-on digital engagement channels, bypassing walled gardens and enabling consumers to instantly access dynamic information.”

In addition to flexibility and real-time updates, dynamic QR codes also provide valuable insights into customer behavior, demographics, and location through scans and page engagement. At Digiphy, Ellenbogen and her team offer dynamic QR codes with conversion-optimized pages and surveys without the need for developers. The platforms

integrate with companies’ existing marketing and CRM systems, capturing valuable consumer data, analytics, and insights. A QR code with conversion-optimized pages can be targeted to the specific point of scan, which allows companies to engage consumers with evergreen marketing experiences, stay compliant with digital labeling regulations, and gather first-/zero-party data efficiently. QR codes also capture feedback, ratings, and reviews, enabling informed, data-driven decisions while maintaining consumer privacy. All of this, Ellenbogen explains, leads to a better understanding of how consumers interact with products in real life.

Performance-wise, Ellenbogen says QR code scan rates for her clients typically range from 10 to 20 percent, but they can reach as high as 40 percent when the content or offer is highly compelling. She shares that high engagement rates are driven by clear value, visibility, and strong calls to action like “Scan to Win” or “Scan for Offer.” Once the target audience has taken the plunge and scanned the QR code, conversion rates rise.

“Post-scan page conversion rates vary based on the desired action, with averages of 15–25 percent for data capture, video views, or survey completion,” Ellenbogen says. “Some partners achieve conversion rates of 75 percent or higher with compelling offers like backstage passes, free merch or products, or VIP tickets. This approach helps build direct, meaningful relationships with consumers, which can be nurtured post-registration.”

Perhaps the best part for marketers is that using QR codes isn’t likely to destroy your budget. In fact, Ellenbogen claims QR codes offer a cost-effective, easy-to-implement solution that levels the playing field for smaller businesses to engage consumers directly and comply with evolving labeling regulations. Perhaps you’re a small business owner who has always wanted to more effectively engage customers, boost conversions, and capture

zero- or first-party consumer data, but you lack the development and creative resources of bigger brands. QR codes—along with a platform like Digiphy to provide easily built, self-serve pages—might be your silver bullet.

“Enterprise brands are also using Digiphy to effortlessly build product pages relevant to each SKU or physical touchpoint,” Ellenbogen says. “The ability to real-time update information in seconds and connect to your existing tech and marketing stack saves companies time and money.

“This is definitely part of a new wave of using QR codes. Rather than a one-way engagement channel, brands are using them to share and receive information, as a tool to create ongoing, meaningful interactions that keep customers coming back.”

So, what's next? In the future, technological advancements will elevate QR codes to offer more seamless, personalized, and engaging interactions. Ellenbogen bets we can expect enhancements like faster scanning, personalized content experiences

created with AI, advanced insights, data-tracking capabilities, and real-time interactions.

“As technology progresses, QR codes and the pages on the other side of the scan will transform everyday moments into opportunities for deeper consumer engagement, becoming an even more powerful tool for interactive marketing,” she says. “Future advances will include personalized experiences based on past interactions and journey stages.” ■

A Digiphy Case Study: An innovative OOH marketing campaign to boost brand visibility and capture first-party customer data—Innocent Drinks (a Coca-Cola company) achieved groundbreaking success with their eco-conscious billboard campaign.

- 25K+ First-Party Consumer Data Collected
- Actual Submissions Exceeded Goal by 4,900%

SCAN to read
the full case study.



MAXIMIZE THE EFFECTIVENESS OF YOUR QR CODES

Here are a few tips from Sarah Ellenbogen to keep in mind when building a marketing campaign with QR codes.

1. **Narrow your focus.**

Be strategic in the placement of your QR codes and be sure you are linking to product-specific, contextual, and conversion-optimized pages. Like any marketing pitch, it helps to deliver something of value at the end of the consumer journey.

2. **Be obvious.**

Drive clear action by educating users on post-scan benefits and ensuring a seamless experience. Of course, use clear calls to action

and make sure the post-scan experience is mobile optimized with compelling incentives. And always keep your content fresh.

3. **Leverage collected data.**

Simply directing users to a generic site often leads to lower engagement and conversions. Instead, create unique digital experiences relevant to the scan, such as a product hang tag, label, insert, or marketing asset. This allows you to track the analytics and gain as much value as

possible from the activation. It also elevates the consumer experience with information they need at the moment of scan. From there, use the data to make personalized follow-ups, remarket, or add to your content or newsletters distribution list.

4. **Keep your bigger brand in mind.**

Always use customized codes and pages that align with your brand and integrate them into a broader marketing strategy.

BRANDS WE LOVE:

Stanley® Cups & Tumblers



STANLEY®

For most of its over-110-year company history,

the products made by Stanley were used by people who spent their lives outdoors. The company's stainless-steel cups, water bottles, and thermoses were always popular with outdoorsy folks who loved to spend their recreational time camping and hiking. It's also been a favorite for those whose occupations meant being out in the elements, such as construction workers or linemen, and factory workers who have limited breaks and want a drink ready at hand so as not to leave their workstation. For obvious reasons, Stanley's marketing had been largely tailored to these audiences, and it enjoyed a loyal fanbase, though not a rabid one.

All that changed in recent years, when the Seattle-based company's popularity with a more mainstream audience skyrocketed. Today, Stanley's most popular product is the Quencher H2.0, a tumbler that comes with a straw and handle in volume sizes ranging from 14 to 64 ounces. The Stanley Quencher came along in 2016, the same year that Stanley hired Terence Reilly (former Chief Marketing Officer at Crocs) as President. Reilly's vision was to reshape the century-old insulated drinkware brand into a must-have brand of current culture by prioritizing women as Stanley's new consumer base and introducing a push for a more social media-heavy marketing approach. Both decisions turned out to be genius.

A complete redesign to appeal to this wider female audience meant the traditional Hammertone Green products familiar to older generations needed to move on over. Today, the Quencher and new Stanley Cross Bottle


come in a wide-ranging palette, including pink, pumpkin spice, mist, and white.

With its ergonomic handle, ability to fit in a standard cup holder, and availability in dozens of colors and patterns, the Quencher was quickly repositioned as an essential lifestyle accessory for women.

Not long after these changes, Stanley tumblers were being snatched up by nurses, suburban moms, teenagers, grade schoolers, and, yes, influencers. An increase in sales soon followed, and the momentum has not slowed since. Reports say Stanley's annual sales skyrocketed from \$73 million in 2019 to \$194 million in 2021. The Quencher model was updated in 2022, when sales rose again to \$204 million. In 2023, sales were an astounding \$750 million, nearly 10 times what they were just five years earlier.

But this is not merely the result of new colors and entertaining social media posts. The quality of Stanley's products has played a major role in this story as well, and longtime brand loyalists will tell you that has always been the draw for them. Stanley drinkware is known for its ability to keep whatever you





put inside them hot or cold—really cold—for hours on end. In fact, the company’s website (stanley1913.com) claims that the Quencher can keep your beverage cold for up to 11 hours and hot for up to seven. Like ice in your drinks? The Quencher can keep your beverage iced for up to two days. (We tested it—it’s true!)

There are plenty of anecdotal stories as part of the Stanley culture and user-generated content to prove their quality, but no story is quite as famous as one from 2023, when a young woman posted a video on TikTok showing how her Stanley Tumbler remained unharmed—and, in fact, still had ice inside—after her car caught on fire. Skeptics aside, that video only added to the brand’s growing popularity. On December 31, 2023, when Stanley unveiled the limited-edition pink Starbucks x Stanley Quencher travel tumbler, the product sold out immediately at Target stores across the country. In some cases, the cup (which retails for \$45) was being resold online for \$200. If charging a Target like an NFL defensive lineman for a co-branded Stanley cup is not your thing, don’t fret. Customized Stanley tumblers, barware, and bottles are also available on the website.

There is no doubt that Stanley’s surging popularity has coincided with a recent love affair for having our own water bottles and tumblers—along with outcry over the use of disposable plastic bottles—but Stanley’s brand building has played a major role, too.

The emphasis on social media has led to more than six billion views around #StanleyCup on TikTok, where the cups are a revelation. Some of those views are dedicated to the championship trophy of the National Hockey League (NHL), which goes by the same name, and it’s safe to say that this shared moniker

doesn’t hurt brand recognition. On Instagram, the @stanley_brand delivers an equal dose of products and personality to a community of 1.2 million followers. Pre-September, Stanley began teasing a Barbie™ collab that had fans frothing at the mouth. A web page showed a two-week calendar of Barbie-related product drops happening every day at 9 a.m. during September 2024—adding buzz to the already strong collector culture.

The company’s website home page is product focused, making for an easy shopping experience. Beyond that, a blog section features articles tailored to its growing female audience. There are recipes for National Cookie Day, BBQ grilling favorites, smoothie recipes to fill your Stanley cup, glamp cooking tips from a chef, outdoor party hosting tips, and even advice on how to host a backyard movie night.

Stanley1913.com also dedicates a wealth of its online real estate to employees, profiling them and what they do in their everyday jobs in an employee spotlight series titled “Meet the Bearforce.”

The topic of sustainability features heavily on Stanley’s website. Every product is backed by Stanley’s Built for Life™ lifetime warranty, and the company has committed to using recyclable stainless steel in at least 50 percent

of its products by 2025. In 2021, Stanley stopped using polybags, and it now uses “mostly paper wraps,” a move that it says avoids nearly 77 metric tons of plastic per year. In 2023, the company introduced the Creators Fund because it “believes in Creators, Builders, and Inventors.” The program is “designed to invest in and celebrate a new generation of Creators who are developing bold ideas to solve some of our communities’ deepest challenges.”

In keeping with its approach to appeal to more women, the blog also profiles women in conservation, delivering more content that is very much on-brand for a company that joined the Conservation Alliance in 2007 “to help protect the wild places we love and combat the impacts of climate change.” Stanley even created a limited-edition GO bottle with an artist named Gretchen Leggitt. For every purchase of that bottle, \$5 goes to the Conservation Alliance in support of the Wild Olympics Campaign and other projects.

Recently, the company has launched more products to build on its momentum. The Stanley Cross Bottle is made for movement and allows you to wear your bottle. It features a unique shape and soft-woven jacquard strap for easy carrying, along with a twist-off straw cover that is leakproof. The company has also dipped its toes into the soft goods category with the Stanley All Day Collection, which is made up of the Quencher Carry-All, the Julienne Mini Cooler, and the Madeleine Midi Cooler Backpack. ■

Convinced yet that you need a Stanley Quencher?

Zip on over to our giveaway page where you can register to

WIN the Quencher H2.O Tumbler | 40 oz.

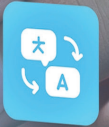
SCAN the QR code or visit: sqone.net/giveaway to register today.



Making AI Tools Work FOR YOU



AI assistant



AI Chatbot



AD

Artificial Intelligence

9 AI TOOLS

Recommended by Marketing Professionals

The fear of AI replacing marketing professionals through automation is hardly new. But upon closer inspection, the AI programs and services out there today don't replace humans at all. Instead, they complement and augment the skills developed by designers, writers, and marketing professionals—enhancing productivity, streamlining workflows, and opening up new creative possibilities. Here are nine AI-related tools that can be powerful allies for marketing professionals.*


1. **WHAT IS IT:** **Midjourney** midjourney.com

WHO IS IT FOR: For marketing professionals, Midjourney provides a quick way to produce engaging visual content for campaigns, social media, or presentations. It also ensures consistency and quality without the need for extensive design expertise. Designers can use it to explore creative concepts without spending hours on manual design work. It's also an ideal brainstorming tool because it enables the generation of multiple iterations of a concept that can then be refined.

HOW IT WORKS: Unlike traditional design software, Midjourney leverages deep learning algorithms to understand context and generate images that align with a given theme or style through both large language and diffusion models. For instance, if you input a text description like "car driving over a bridge in the future," Midjourney can produce a detailed, unique image that fits the brief.

2. **WHAT IS IT:** **Microsoft Designer** designer.microsoft.com

WHO IS IT FOR: Integrated into Microsoft 365, the Designer image creator tool enables the quick creation of visuals without the need for specialized design skills, enabling marketing teams to produce and iterate content rapidly while sticking to brand guidelines. Graphic designers can use the tool to create mock-ups or draft designs that can be further refined in more advanced software.

HOW IT WORKS: Powered by DALL-E, the tool uses AI to suggest design layouts, color schemes, and font combinations based on your prompt. You can even create custom visuals, graphics, and social media posts with minimal effort—and add a color pop or background blur. 

3 **WHAT IS IT:** Microsoft Copilot

■ copilot.microsoft.com

WHO IS IT FOR: Copilot is for anyone who wants to reduce time spent on mundane, repetitive tasks by automating them, allowing marketers to focus on higher-level creative work. It can draft emails, create reports, analyze data with minimal input, and even suggest content ideas based on previous documents. A marketing team could use Copilot to generate the initial draft of a campaign proposal, which can then be refined and polished. Writers can leverage Copilot to overcome writer's block by generating content prompts or structuring complex documents.

HOW IT WORKS: The AI-driven assistant is embedded within applications such as Word, Excel, and PowerPoint and uses large language models, an AI algorithm with deep learning techniques, and vast data sets to understand, summarize, predict, and generate content.

4 **WHAT IS IT:** Photoshop's Generative Fill

■ adobe.com/products/photoshop/generative-fill

WHO IS IT FOR: Marketers without extensive design skills can adapt visuals for different platforms or target audiences using Generative Fill. Graphic designers can quickly generate multiple versions of an image, eliminating many of the tedious aspects of image editing such as masking, layering, and fine-tuning.

HOW IT WORKS: The tool allows you to fill, edit, and remove image elements with only a few clicks by using machine learning and large data sets to analyze image context and generate new content. Whether you're filling in missing parts of an image, creating entirely new elements, or applying complex effects, you can generate and manipulate images in mere seconds.

5 **WHAT IS IT:** Copy.ai

■ copy.ai

WHO IS IT FOR: Specifically designed to assist with writing tasks, this tool is useful for marketers and writers who need to produce large volumes of content quickly.

HOW IT WORKS: Copy.ai uses natural language processing to generate content based on brief prompts, which can include anything from social media captions and blog posts to ad copy and email campaigns. The tool's ability to generate different tones and styles of writing makes it versatile enough to cater to various audiences. A marketer could draft a series of social media posts for a product launch with each post tailored to that platform's audience. Writers generate fresh ideas or even write entire paragraphs that can be refined and integrated into their work.

6 **WHAT IS IT:** Jasper

■ jasper.ai

WHO IS IT FOR: This tool is valuable for marketing departments who need to create high-quality content across a wide range of formats, including blogs, social media posts, and product descriptions.

HOW IT WORKS: Jasper uses advanced algorithms to understand context and generate content that aligns with a user's specific needs. It learns from user input, making its suggestions more accurate over time. For marketing departments, this means the tool can help maintain a consistent brand voice across all content, even when multiple team members are involved. Use it to create copy, blog posts, integrated campaigns, and detailed outlines that can be edited and polished by your team.

A

7

WHAT IS IT:
Fathom
■ fathom.video

WHO IS IT FOR: Fathom is for marketing teams and writers looking to save time and document meeting minutes without the need for manual note-taking. It works with applications such as Microsoft Teams, Google Meet, and Zoom.

HOW IT WORKS: Fathom can improve productivity in meetings by automatically transcribing and summarizing conversations. It uses natural language processing to generate concise meeting notes that capture key points and action items. For marketing teams and writers, it allows teams to focus on the discussion itself rather than worrying about capturing every detail. The summaries generated by Fathom can also be used to quickly update team members who couldn't attend the meeting, keeping everyone aligned and informed.

8

WHAT IS IT:
DALL·E 3
■ chat.openai.com
designer.microsoft.com
bing.com/create

WHO IS IT FOR: This tool is particularly useful for graphic designers and marketers who need to create custom visuals without starting from scratch. Journalists can even use it to create infographics from text or info prompts.

HOW IT WORKS: Developed by OpenAI, DALL·E 3 is an advanced AI language model that generates images from written descriptions. The tool can generate a wide range of images, from simple graphics to intricate, detailed artwork. For designers, this means more time can be spent refining and customizing images rather than creating them from the ground up. Marketers can leverage DALL·E 3 to produce visuals for campaigns, presentations, or social media.

9

WHAT IS IT:
Castmagic
■ castmagic.io

WHO IS IT FOR: Designed for podcasters and content creators, Castmagic automates many of the tasks involved in podcast production, such as transcription, editing, and show-notes creation. It can significantly reduce the time and effort required to produce podcast episodes.

HOW IT WORKS: Using AI software to analyze the audio content, Castmagic generates accurate transcripts, suggests edits, and even creates summaries or promotional content for podcast episodes. Just upload the recording and Castmagic transcribes the audio into transcripts that can be repurposed for blog posts, social media updates, or newsletters. ■



* Before using AI-powered tools, it's important to research and understand any ethical controversies and concerns, including issues related to copyright, data privacy, and potential biases in AI-generated images and content. We encourage our readers to make informed decisions and use AI tools responsibly.



2025 USPS Mailing Promotions

Integrated Technology

ELIGIBLE MAIL CLASS: First-Class Mail® and Marketing Mail®

DISCOUNT CALCULATION: 3% Discount

REGISTRATION PERIOD: Nov. 20, 2024 – Dec. 31, 2025

PROMOTION PERIOD: Any 6 consecutive months in 2025

DESCRIPTION: Encourages mailers to incorporate mobile (QR codes) or AI elements (personalized copy or images to enhance engagement); augmented, mixed, or virtual reality; NFC; video in print; voice assistants, and other advanced technologies into their mailpieces. Note: This promotion was previously known as the Emerging and Advanced Technology Promotion.

Tactile, Sensory, and Interactive

ELIGIBLE MAIL CLASS: First-Class Mail® and Marketing Mail®

DISCOUNT CALCULATION: 4% Discount

REGISTRATION PERIOD: Dec. 15, 2024 – July 31, 2025

PROMOTION PERIOD: Feb. 1 – July 31, 2025

DESCRIPTION: Promotion encourages mailers to enhance the physical experience of mailpieces through tactile, sensory, and interactive elements. Specialty inks and unique paper textures are encouraged. Qualifying interactive folds and other finishing techniques are also eligible. Note: Gloss paper stock is not eligible for this promotion in 2025.

Continuous Contact

ELIGIBLE MAIL CLASS: Marketing Mail®

DISCOUNT CALCULATION: 3% Discount

REGISTRATION PERIOD: Feb. 15, 2025 – Dec. 31, 2025

PROMOTION PERIOD: April 1 – Dec. 31, 2025

DESCRIPTION: For mailers who send qualifying USPS Marketing Mail letters and flats to a household two or more times within the promotional period. Following the first mailing to a household, mailers will receive the discount on all subsequent mailings within the promotional period. The content of each mailpiece must be iterative or complementary, not duplicative.

Reply Mail IMbA

ELIGIBLE MAIL CLASS: First-Class Mail® (QBRM only)

DISCOUNT CALCULATION: 3% Discount off Static IMbA™; 6% Discount off Serialized IMbA™

REGISTRATION PERIOD: May 15, 2025 – Dec. 31, 2025

PROMOTION PERIOD: July 1 – Dec. 31, 2025

DESCRIPTION: This Promotion encourages Qualified Business Reply Mail™ (QBRM™) and high-volume QBRM customers to use the USPS automated accounting program known as IMbA™. Only Business Reply mailpieces with an approved QBRM permit enrolled in the IMbA program are eligible. Not eligible to be combined with the new Add-on Promotions.

First-Class Mail Advertising

ELIGIBLE MAIL CLASS: First-Class Mail®

DISCOUNT CALCULATION: 3% Discount

REGISTRATION PERIOD: July 15, 2025 – Dec. 31, 2025

PROMOTION PERIOD: Sept. 1 – Dec. 31, 2025

DESCRIPTION: This promotion incentivizes First-Class Mail® with advertising content, such as discount offers, limited-time offers, new product introductions, and event invitations. Marketing Mail and Nonprofit Mail are not eligible.

Informed Delivery Add-On

ELIGIBLE MAIL CLASS: First-Class Mail® automation letters, cards, and flats and USPS Marketing Mail® automation letters and flats that meet the promotion's requirements

DISCOUNT CALCULATION: Additional 1% discount on outgoing postage for qualifying mailings

PROMOTION PERIOD: Jan. 1 – Dec. 31, 2025

DESCRIPTION: Can be used in addition to any primary promotion, except for the Reply Mail IMbA Primary Promotion. Add-On Promotions cannot be claimed alone.

Sustainability Add-On

ELIGIBLE MAIL CLASS: First-Class Mail® automation letters, cards, and flats and USPS Marketing Mail® automation letters and flats that meet the promotion's requirements

DISCOUNT CALCULATION: Additional 1% discount on outgoing postage for qualifying mailings

PROMOTION PERIOD: Jan. 1 – Dec. 31, 2025

DESCRIPTION: The Sustainability Add-On Promotion encourages mailers to adopt a higher level of use of certified paper from managed, sustainable sources (FSC® or SFI®) in their mailings. Mailers must prove that their printer is using one of the several approved certifications. Can be used in addition to any primary promotion, except for the Reply Mail IMbA Primary Promotion. Add-On Promotions cannot be claimed alone.

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on page 8.

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- Multi-Channel Communications Management
- Automation Platforms
- Direct Mail
- Envelope Conversion
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- Mail Delivery / Logistics

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- **Tracking & Analytics:**
Campaign, engagement, and data collection feeds into customized client dashboards
- **Web-to-Print Storefronts:**
Built to fit your brand's print, production, ordering, financial reporting, and usage needs
- **Envelope Conversion:**
In-house envelope print and conversion delivers efficiency and timeliness
- **Print Solutions:**
In-house digital, sheetfed, long-run, short-run, static or personalized
- **Mailing & Logistics:**
Controlled postage expenses and options results in optimized savings
- **Secure Data Management:**
SOC 2 Certified, HIPPA Compliant



Ready to streamline your direct mail efforts?



Schedule a personalized demo today. One of our experienced sales representatives will work with you to take your direct mail marketing to the next level.