

First-Class Mail and Marketing Mail Growth Incentives – FAQs

Updated: May 2025

On September 27, 2023, the Postal Regulatory Commission (PRC) approved the Postal Service request to make Mail Classification Schedule (MCS) changes to establish two distinct Mail Growth Incentives — a First-Class Mail Growth Incentive and a Marketing Mail Growth Incentive. The incentives will run concurrently from January 1 through Dec. 31. The following are some frequently asked questions and answers on these incentives.

General

1. What are these incentives called?

First-Class Mail Growth Incentive and Marketing Mail Growth Incentive. These are two distinct incentives which will run concurrently and cannot be combined.

2. What are the First-Class Mail and Marketing Mail Growth Incentives?

The First-Class Mail and Marketing Mail Growth Incentives are being offered to Mail Owners to incent them to grow mail volume in a Calendar Year. The Postal Service will be issuing postage credits to Mail Owners who grow qualifying First-Class Mail or Marketing Mail volumes in a calendar year, compared to volume from the previous Fiscal Year (October to September) and meet all other requirements for these incentives.

Qualifying volumes for the First-Class Mail Growth Incentive include:

- Presort Letters
- Presort Postcards
- Presort Flats

Qualifying volumes for the Marketing Mail Growth Incentive include:

- Marketing Mail Saturation Letters and Flats
- Marketing Mail High Density Letters and Flats
- Marketing Mail Letters and Flats
- Marketing Mail Carrier Route
- Marketing Mail Parcels

3. When discussing Fiscal Year is USPS referring to its Fiscal Year or the Mail Owner's Fiscal Year?

USPS's Fiscal Year (FY) (October 1 – September 30)

4. Who are the incentives intended for? Is there an incentive as an MSP?

Only Mail Owners are eligible to participate in these Incentives. Mail Service Providers (MSPs) are eligible if they are also Mail Owners. MSPs that believe they should qualify for participation in the

Mail Growth Incentive Program should reach out to the program office to discuss their unique situation to determine eligibility. These will be reviewed on a case-by-case basis.

5. How does USPS track eligible mail for the Mail Growth Incentives?

All mail volume is tracked through Postal One using the Mail Owners Customer Registration ID (CRID). A CRID is a unique, USPS-generated numeric code, up to 15 digits, that identifies a specific business location involved in mailing activities, especially for those seeking Full-Service benefits and electronic documentation.

It is incumbent upon the Mail Owner to ensure that the CRID(s) that they mail under are included and approved in their MGI registration and that all mailings that are entered are designated under their registered CRID, to earn credits.

Earned credits can be withheld if this process is not followed.

6. My MSP identifies my mail through my MID. Is this acceptable?

Customer Registration IDs (CRIDs) are used to identify mail volume that is eligible for the MGI program. Mail volume tracked through Mailer ID's (MIDs) only will not be captured. The MSP will need to properly identify the Mail Owner on the postage statement using a CRID that has been approved in the MGI registration either by

a.) Identifying the Permit Holder CRID when using the Mail Owner's Mailer payment information or;

b.) Identifying the mail was mailed **BY** the Permit Holder (if an MSP) **FOR** the Mail Owner. Both using CRID information.

Any MID that is used must belong to a registered MO CRID in order for the volume to count provided it is qualifying mail.

The image shows a USPS Marketing Mail Postage Statement form. The form is titled "United States Postal Service Postage Statement—USPS Marketing Mail". It is divided into several sections. The "Mailer" section includes fields for "Permit Holder Name, Address, Email, Telephone", "Mailing Agent (If other than permit holder) Name, Address, Telephone", and "Mail Owner (If other than permit holder) Name, Address". Below these are fields for "EPS Cust. Ref. No.", "CRID", "CRID", and "CRID". The "CRID" fields are circled in red. The form also includes fields for "Post Office of Mailing", "Mailer's Mailing Date", "Federal Agency Cost Code", "Statement Seq. No.", "Type of Postage", "Processing Category", "Total # of Pieces in Mailing", and "SSF Transaction#". A pop-up message on the right side of the form reads: "MSP's will need to properly identify Mail Owner and the appropriate CRID on the postage statement." The message has a "Cancel" button.

7. On some incentives, mailers need to log into the system to get the postage credit. Will we have to provide something with each mailing?

Once a Mail Owner is registered for a Mail Growth Incentive, they should tender mail as they normally do. Neither of the two Mail Growth Incentives need anything extra to be submitted with any mail or mail documentation for the purposes of the Mail Growth Incentive. MSPs will have to

provide accurate By/For information on the postage statements for the volume of the Mail Owners they are mailing for to be eligible for postage credits. Postage credit redemption information will come later.

8. Will this go to a promotions user group or somewhere where the Industry can participate on the technical requirements?

As the Postal Service develops requirements, it is consulting with the mailing industry in a number of ways.

9. Can mailings qualifying for promotional discounts still participate in the Mail Growth Incentives? If so, where do the incentive calculations occur in the order of precedence?

Yes, so long as the mail pieces qualify for participation in the Mail Growth Incentives (see FAQ #2). First-Class Mail and Marketing Mail Growth Incentive postage credit calculations will be based on the average actual price paid for included volume over the entire incentive period. Therefore, actual price paid which goes toward Mail Growth Incentive postage credits will be the final calculation after all other incentives and promotional discounts.

10. Do Folded Self Mailers (FSM) qualify?

Folded Self Mailers are considered letters and therefore qualify as long as they are qualifying commercial volume.

11. Do Plus One Postcards qualify?

Plus One card mailings, which are mailed along with a host Saturation Marriage Mail mailing, do not qualify for the Mail Growth Incentive because the host mailpiece already qualifies and the Plus One card already has a low price point.

12. Do DALs qualify?

No, DALs are considered to be the same piece as the host mail piece.

13. Is First Class Retail volume eligible within the FCM Growth Incentive or is this only for First Class Commercial volumes?

First-Class Mail retail volume is not eligible for the First-Class Mail Growth Incentives – only Presort Commercial First-Class Mail is eligible. See FAQ #2 for qualifying products.

14. Is remittance mail included in count?

Remittance mail is typically Single Piece First-Class Mail, which is excluded from the Mail Growth Incentives. See FAQ #2 for qualifying products.

15. Will EDDM mailings qualify for these incentives?

The Marketing Mail Growth Incentive applies to EDDM Commercial mail but does not apply to EDDM Retail mail.

16. Will this incentive program be carried forward?

USPS has received Postal Regulatory Commission (PRC) approval to continue the Mail Growth Incentives in 2025 and filed with the PRC in 2025 to make these incentives permanent.

17. Why do we have so many CRIDs and who created them?

Our system is pulling all CRIDs associated with the parent company or enterprise which may explain the large # of CRIDs involved. Over the past several years and decades, it has been very simple for anyone to obtain a CRID. As a result, companies (mail owners, MSPs, etc) often have hundreds or even thousands of CRIDs. Many mail owners are not aware of all the CRIDs associated with their companies. In several cases, an MSP obtains CRIDs on behalf of a client and the mail owner is unaware this has been done. A vast majority of CRIDs are not in active use, however, all active CRIDs must be registered for MGI. After both parties agreed on a baseline volume, no additional CRIDs will be added to a MGI Service Request.

18. Are the terms and conditions available somewhere today? Or do we need to wait until we register to get access to them?

Yes, updated Terms and Conditions are available on postalpro.usps.com/msi, then click on Mail Growth Incentives>Resources - Mail Growth Incentives Terms & Conditions | PostalPro (usps.com). [Mail Growth Incentives Terms & Conditions-2025 | PostalPro](#)

19. If a postage credit is being used on a mailing, can the customer also participate in the tactile promotion and the 4% will be taken off the total postage costs which is then used as a credit? Or will the postage not be reduced by the USPS incentives when paid by a postage credit?

Yes, they can participate. The postage credit from the Mail Growth Incentive is used to pay the final amount due on the statement after all other discounts, incentives, and promotions are applied. No additional postage credits are generated from a postage statement, but qualifying volume can count towards earning postage credits if the mail owner is registered in a current Mail Growth Incentive.

Registration/Participation

20. How do I participate in the Mail Growth Incentives?

Every year, there is a posted Registration Period. A Mail Owner should first register for one or both Mail Growth Incentives through the Mailing Promotions Portal, available through the Business Customer Gateway. As part of registration, USPS will provide the Mail Owner with their corresponding baseline volume. The Mail Owner must record their agreement with this baseline volume and the Terms and Conditions. Earning postage credits is subject to a minimum mailing volume of one million qualifying pieces in the appropriate calendar year (CY) (ex., January 1, 2025-December 31, 2025 for the 2025 Mail Growth incentive). Incremental volume will be measured as the volume above the larger of (a) baseline and (b) one million pieces.

Earned postage credits will be allowed to be claimed by the Mail Owners after six, nine and twelve months from the start of the calendar year during specified Postage Credit Claim Periods.

21. When can I register for the growth incentives?

Every year, there is a posted Registration Period for the Mail Growth Incentives.

22. Can I participate in both the First-Class Mail and Marketing Mail Growth Incentives?

Yes. Registration for each mail class will occur separately, and the corresponding postage credits will be calculated separately.

23. What if a Mail Owner's baseline volume was less than a million pieces? Can they still participate?

Yes. Such a Mail Owner will need to grow their First-Class Mail or Marketing Mail volumes to at least a million pieces in a calendar year to be eligible for postage credits for the respective incentive. Postage credits would then begin to accrue after reaching one million pieces. Therefore, Mail Owners with less than a million pieces of baseline volume are welcome to participate.

24. What if my baseline volume was zero because I mailed under someone else's CRID? Is there anything I need to do?

Yes. The Postal Service reserves the right to require additional information from Mail Owners who request to register with no qualifying mail volume as a baseline, or who dispute the baseline volume provided by the Postal Service, or for any other reason. All Mail Owner registrants must agree to the Mail Growth Incentive Terms & Conditions to provide such additional information as is requested by the Postal Service before a final decision is made by the Postal Service regarding participation in a Mail Growth Incentive. Mailers with no baseline volume who want to register should be prepared to provide any additional information requested by USPS. Such information would include proof of mailer volume submitted under another mailer's CRID (such as an MSP), so that a mailer baseline can be created. If a baseline can be agreed to, then the Mail Owner will be able to register for a Mail Growth Incentive with the CRID issued to them when they registered with the Business Customer Gateway (BCG), and the agreed-to baseline would be used to track performance in the Incentive. Note, the Mail Owner CRID MUST be used on mailing statements in the Mail Owner CRID section for volume to be counted towards qualifying Mail Growth Incentive volume in order to determine any earned postage credits for the CY.

25. What if I register and do not agree with the baseline volumes and/or CRIDs the Postal Service gives me for the Incentive?

There is a process for Mail Owners who have questions about or disagree with the baseline volumes and/or CRIDs displayed by USPS when registering for a Mail Growth Incentive. In this situation, the Mail Owner should first open the Service Request (SR) created from their registration submission and review the baseline volumes and CRIDs. The Mail Owner should then click on the button labeled "I Disagree – Request Assistance" at the upper right of the SR display. Alternatively, immediately after submitting the form and clicking on the "Review Baseline" button on the next screen, the Mail Owner can immediately select the radio button labeled "I Disagree – Request Assistance." On a subsequent screen the Mail Owner should clearly state, within the "Reason for Rejection" text box, the specific issue(s) they need assistance with or that they are disputing and include details of relevant CRID(s) and volume(s). The Mail Owner should follow the instructions on the screen if they wish to provide any documentation to support what they believe their baseline (and/or CRIDs) for an Incentive should be, and the Postal Service will investigate any difference. There must be an agreed-upon baseline before the end of the Registration Period for a Mail Owner to participate in the Mail Growth Incentive(s) and potentially earn postage credits.

26. If a Mail Owner has multiple locations and CRIDs, is the baseline mail volume for the Incentive based on all CRIDs or just the CRIDs for a certain location?

All Mail Owner CRIDs.

27. What process should a Mail Owner follow if they believe a subsidiary or other grouping of their CRIDs deserves to have its own baseline and separate participation in either Mail Growth Incentive from the parent Mail Owner?

On a case-by-case basis, subsidiaries or business units will be considered for registration in the Mail Growth Incentives if legitimate business reasons with supporting documentation are provided by the Mail Owner and agreed to by the Postal Service. However, all Mail Owner CRIDs will still need to be registered. The request should be made to the Program Office, along with the reasoning. In this case, if accepted and approved, baseline and actuals for separate business units will continue to be tracked in separate registration Service Requests.

28. If customers co-mingle Marketing Mail how would the baseline for the Incentive be calculated?

For co-mingled mail, the baseline is determined by the Mail Owner CRID and will take into account By/For designations. Mail Owners will be responsible for identifying any mail volume in the baseline period which they developed and entered into the postal network but is not associated with them and/or their CRID(s) in the postal data systems. For example, volume an MSP entered without By/For information on behalf of the Mail Owner. Mail Owners should encourage MSP's to identify their volumes in the documentation to limit any potential confusion when counting qualifying Mail Growth Incentive volume and potential earned postage credits.

29. How will the Mail.dat presort software inform USPS that the mailer wants to take the Growth Discount?

The Mail Growth Incentive will be a postage credit earned based on approved registration for the relevant Mail Growth Incentive and performance during the Incentive performance period of January 1, through December 31. The postage credit amount(s) will be posted to the permit designated by the Mail Owner and must be used within the stipulated time. See FAQ #90 for information about the use of earned postage credits in Mail.dat/.XML.

30. If a CRID was flagged as an MSP mistakenly and just got corrected to a Mail Owner, will the past volume be allocated to them as a Mail Owner?

Such situations will be handled during registration to ensure the correct baseline volume is agreed upon and will typically require appropriate documentation to support such requests.

31. Does the alternate contact have to be part of their company, or can they use someone at the MSP as the alternate contact?

The Mail Owner can designate an alternate contact of their choice when registering for a Mail Growth Incentive.

32. Can we break up business units at the permit level?

Permits are not being used during the registration process. See FAQ#27 regarding the process to be followed by a Mail Owner who believe they have a substantive business reason to partition their CRIDs into two or more separate groups for registration. The request will be reviewed on a case-by-case basis.

33. When the registration is done by CRID, how is it determined there are other locations with different CRIDs. Which CRID would be used for registration.

USPS will utilize all CRIDs that postal systems associate with the parent company or enterprise, which is then used to compute the overall baseline volume at the Mail Owner's enterprise level. All the associated CRIDs will be linked to a given registration. It is recommended that a thorough review of CRIDs be completed by the Mail Owner before agreeing to a baseline. When registering, it is incumbent upon the Mail Owner to validate all CRIDs and associated volume before agreement, per the terms and conditions. Failure to do so can lead to disqualification from the Mail Growth Incentive(s).

34. Can you please elaborate on what a “legitimate reason” is for requiring separate locations or CRIDs to establish the baseline?

A legitimate reason could be a large company having multiple business units that operate independently. Another legitimate reason could be a catalog mailer that mails multiple catalogs operating independently of one another. Independently operated business units often have different EPS accounts as well.

35. Will mailers see a detail outline of the volume during the registration? How does a mailer confirm all of that volume is associated with them? Or look for what volume could be missing?

Yes. As part of the registration process, Mailer Owners will be shown a single volume number for all of their associated CRIDs as well as the number of CRIDs used to determine the baseline. After reviewing, if the number looks accurate, the Mail Owner can agree to the baseline. If the volume looks inaccurate or if the Mail Owner is not sure what their baseline volumes should be, then the Mail Owner will be able to view their list of CRIDs and associated volumes within the Service Request created in the Mailing Promotions Portal. This information can be viewed on the tab labeled Incentive CRIDS by clicking on the 'Related' tab (to the right of the 'Details' tab) and scrolling down to 'Incentive CRIDs.' Clicking on "View All" may be necessary to view all CRIDs. Registrants will be able to download their list of CRIDs.

36. How is the registering CRID determined? Do we just pick one CRID and assume all the others are included?

The initial registering CRID is the CRID associated with the BCG account of the person registering. The registration system will check for all associated CRIDs based on the Mail Owner's (registrants) company name, address, and other information.

37. My company Abra Inc. is registered for MGI and has acquired Cadabra Inc. which is also registered for MGI. How does this impact our MGI registration and credits earned?

Inform the program office about this acquisition via a message from Abra Inc.'s registration Service Request. The acquired company's baseline volume and registered CRIDs will be merged into the baseline volume and registered CRIDs of the acquiring company, and the acquired company's registration will be cancelled. In this example, Cadabra Inc.'s baseline volume will be added to the baseline volume of Abra Inc. to generate a new baseline volume for Abra Inc. Likewise, the new CRID list for Abra Inc. will consist of the registered CRIDs of both Abra Inc. and Cadabra Inc. As a result, the actual volume, actual price paid and earned credit data for Abra Inc. will display new values reflective of the actual CYTD volume, actual price paid and earned credit for the combined CRIDs of Abra Inc. and Cadabra Inc. Once this is done, Cadabra Inc.'s registration Service Request will be moved to a status of "No Baseline Established." If Cadabra Inc. received approval from USPS for any earned credit claims prior to any acquisition revisions, its total approved credit amount will be reflected as approved credit for the new combined Service Request in the name of Abra Inc.

However, if Abra Inc. has a business need to maintain Cadabra Inc.'s registration separately from Abra Inc.'s registration, Abra Inc. should make this request to the Program Office, along with the reasoning. In this case, baseline and actuals for Abra and Cadabra will continue to be tracked in separate registration Service Requests.

38. We are an MSP and have customers who want to participate. Will they be eligible based on our BY/FOR volumes mailed for them?

Yes, the By/For volumes will be attributed to the Mail Owners as part (or all) of their baselines to participate in the Incentives. It is incumbent upon the MSP to use a registered Mail Owner CRID as the Mail Owner CRID on the postage statement when submitting postage statements for the Mail Owner (using By/For). Failure to do so can disqualify Mail Owner volume from the Mail Growth Incentive. For additional information on eligibility, see FAQ #4.

39. When Mail Owners ask for documentation from MSPs and co-minglers if they were not correctly identified in the eDoc as Mail Owner, what is going to be required? This could be a lot of work to provide what is needed.

It is incumbent upon the Mail Owner to ensure that the CRID(s) that they mail under are included and approved (registered) in their Mail Growth Incentive registration, and that all mailings entered are designated under their registered CRID, to earn credits. *Earned credits can be withheld if this process is not followed.* Each request for review will be on a case-by-case basis.

The Mail Owner will need to provide evidence (from the MSP) that the mailing volume belongs to the Mail Owner to participate in the Mail Growth Incentive. If they are not correctly identified in the eDoc, they will have to be identified as the Mail Owner in some other documentation such as statements, reports or bills from the MSP to the Mail Owner including dates and volumes of eligible mail classes/products. Submissions will be reviewed on a case-by-case basis for acceptance. It is also incumbent upon the Mail Owner to identify all of their baseline volume even if it is not included in the USPS' initially calculated volume when the Mail Owner is registering.

40. Can catalog volumes get split if they are different brands, but some share CRIDs? Each use separate permits.

No, not by permit. Permits are not used in the registration process for a Mail Growth Incentive. See FAQ #27 for the case of a Mail Owner who believes they have a business reason to partition their CRIDs into two or more groups of CRIDs. It is incumbent upon the Mail Owner to ensure that the CRID(s) that they mail under are included and approved in their MGI registration and that all mailings that are entered are designated under their registered CRID, to earn credits. *Earned credits can be withheld if this process is not followed.*

41. If a customer uses an MSP permit that is not unique to any other customer but obviously has their own CRID#, is there any problem participating in this incentive?

Permits are not being used during the registration process for either Mail Growth Incentive. Mail Owners must ensure their mailing volumes can be linked to their CRIDs either by submitting postage statements themselves or through proper use of By/For designations by an MSP who submits mailings on behalf of such a Mail Owner.

42. Can we provide only the CRIDs we want included?

All CRIDs for a company must be registered to ensure all volume is counted. However, see FAQ #27 for the case of a Mail Owner who believes they have a business reason to partition their CRIDs into two or more groups of CRIDs for registration.

43. If a Mail Owner registers after the start of the year will any mail volume sent prior to the registration be included in the annual volume?

Yes.

44. What are the baseline ranges? Is there a min and max?

Ranges are not applicable since each baseline will be determined based on each company's volume of qualifying products in the applicable mail class. A single baseline volume will be provided by the USPS during the registration process, for review, approval or discussion with the Postal Service, by the Mail Owner seeking to register.

45. Which mailing transaction date will be used to establish whether a mailing counts toward the Mail Growth Incentives (as part of either the baseline period or the Incentive performance period)?

The Postage Statement finalization date will be used as the record date in determining whether a mailing is counted within the baseline period or within the Incentive performance period.

46. What is the timeframe for approval once I apply for the Mail Growth Incentive?

We strive to approve registrations within a week. However, the time it takes to obtain approval may vary due to questions from the Mail Owner and the review and validation process conducted by our Program Office. It could take a month or more for the most complicated registrations. It is highly recommended that Mail Owners begin their registrations as early as possible to ensure they can come to an agreement with the Program Office before registrations are concluded (prior to the first Postage Credit Claim Period).

Receiving Postage Credits

47. How much of a postage credit will be issued if I grow my mail volume?

The Postal Service will issue a 30% postage credit based on the incremental volume in a CY (vs. the higher of (a) agreed-to baseline volume and (b) one million pieces) times the average actual price paid per mail piece for qualifying mail for the entire incentive period. There are three conditions that exist for a Mail Owner to earn these postage credits.

1. The Mail Owner must mail at least one million mail pieces in the CY in the mail class relevant to the incentive in question (First-Class Mail or Marketing Mail).
2. The Mail Owner's CY volume must exceed their agreed-to baseline volume.
3. The mail owner must meet registration requirements and adhere to the terms and conditions for these incentives, which include validating and accepting a baseline volume for each incentive determined by the Postal Service.

At the end of the incentive period, postage credits issued will be adjusted to ensure total postage credits issued are based upon final average actual price paid per piece for the entire incentive period.

48. Can I combine my CY First-Class Mail volumes with my Marketing Mail volumes to reach the million pieces necessary to receive postage credits?

No. The growth incentives for First-Class Mail and Marketing Mail are two independent incentives and neither volumes nor postage credits can be combined.

49. Do I have to wait until after the CY to receive my postage credits? For example, what if I exceed my baseline volumes in May?

No. There are three postage credit claim periods available: July, October and February - March of the following calendar year.

50. Is there a limit to the amount of postage credits I can earn?

No.

51. If I have 800,000 mail pieces as a baseline and grow my volume to 1,100,000 pieces in the Mail Growth Incentive CY, will I receive postage credits for the 300,000 pieces of growth?

No. A Mail Owner with fewer than one million pieces as a baseline will only receive postage credits on their CY volume that exceeds one million pieces. In this case, the Mail Owner would receive postage credits on 100,000 pieces.

52. Are postage credits determined based on same period last year (SPLY) for Quarter 2 and Quarter 3 calculations?

No. Postage credit calculations at any time during the incentive period are always relative to total baseline volume.

53. If a Mail Owner has multiple CRIDs and permits, how will the postage credits be allocated?

Earned postage credits are based on total baseline of all registered CRIDs and is not allocated by CRID by the Postal Service. A Mail Owner will be able to identify one or more permits, which could be associated with one or more of their registered CRIDs, to claim their earned postage credit so that a portion of earned postage credits is placed on any number of permits for future use.

54. As an MSP we process 200+ different Mail Owners per day. There is one customer (Mail Owner) who we process 30+ million pcs per year for paying out of our (the MSP's) permit. Can the MSP get credit for any of those pieces? The customer does not pay out of their permit, so a credit to their permit won't be beneficial to them.

A Mail Owner will be able to assign earned postage credit to one or more permit(s) of their choosing (e.g., an MSP's permit). See answer to FAQ #59 for more details on permit requirements. Mail Owner volume associated with a Mail Growth Incentive registration is NOT determined by who pays for a mailing (Permit). It is incumbent upon the MSP to use a registered Mail Owner CRID as the Mail Owner CRID on the postage statement when submitting postage statements for the Mail Owner (using By/For). Failure to do so can disqualify Mail Owner volume from the Mail Growth Incentive.

55. During the PRC review of the incentives, it appears that the requirement for Mail Owners to have a permit in place for credits to be issued to them was removed. Is it accurate that currently a Mail Owner is not required to have a permit established to receive credits?

A Mail Owner will be able to assign earned postage credit to another permit, e.g., an MSP's permit, if the MSP agrees to accept the credit. If the Mail Owner neither has a permit nor an MSP's permit to assign postage credits to, they may be required to obtain a permit. See answer to FAQ #59 for more details on permit requirements.

56. I understand that an adjustment might be needed after postage credits are issued. Is this only adjusted at year end?

Adjustments to the average actual price paid are made every time a mailing statement is recorded and could affect the amount of earned postage credits. A final adjustment will occur at the end of the Incentive period for the final calculation of the postage credit amount earned and available to be claimed.

57. What if your average postage goes down in December to where it would calculate a negative adjustment? Do we have to pay that back?

It is highly unlikely, though not impossible, that average actual price paid per piece could drop by enough to make the final credit calculation negative. One possible reason for the average actual price paid to decrease is if a Mail Owner uses current year postage credits on current year postage statements (where volume is recorded from a postage statement which was paid for using postage credits). If a final adjustment causes a negative postage credit earned balance, per the Mail Growth Incentive Terms and Conditions, payment would have to be made to USPS for the negative credits.

58. Our MSP used an incorrect CRID for some of our mailings during the calendar year Incentive performance period. How do we account for this error and ensure we receive the correct amount of postage credit?

All requests to modify CY actual volume mailed must be submitted within the Mailing Promotions Portal (MPP) using the Service Request (SR) number for which the modification is being requested. Supporting documentation for correcting the CRID-volume must be uploaded to the portal along with the modification request. The documentation will be considered for inclusion. Requests will be reviewed on a case-by-case basis.

It is incumbent upon the Mail Owner to ensure that the CRID(s) that they mail under (even if an MSP is mailing for them) are included and approved in their MGI registration and that all mailings that are entered are designated under their registered CRID, for volume to be counted towards earning postage credits.

Earned postage credits can be withheld if this process is not followed.

Permits

59. Does the Mail Owner need a permit in order to receive postage credit? Can a Mail Owner assign earned postage credits to their MSP's permit?

A Mail Owner may assign earned postage credit to one or more permit(s) of their choosing. If the Mail Owner chooses to assign postage credits to a permit they do NOT own (e.g., an MSP), the

permit holder will receive an email from the program. Completion of this assignment will be contingent upon acceptance by said permit holder. Upon acceptance by the permit holder, the Mail Owner will forfeit rights to all postage credits thus assigned. These steps would be completed in the Mailing Promotions Portal (MPP) for record keeping and process consistency. If the permit holder declines to accept said postage credits and the Mail Owner does NOT have a permit to which they can assign the postage credit, they may need to obtain a permit. The process for claiming postage credits is described in FAQ #65.

60. Does the Mail Owner have to use their own permit to pay for mailings in order for the volume to count toward the Incentives?

No, if the Mail Owner CRID is used on the mailing statement (By/For used as necessary) any permit can be used for payment.

61. Can a permit that is NOT linked to an EPS be used to get the postage credits?

EPS Accounts are not required at the current time.

62. Can a Mail Owner apply Incentive postage credits to a meter (MT) permit?

No. Since USPS cannot track/limit usage (i.e. Marketing Mail postage credits only allowed to be used on Marketing Mail mailings, etc.) on MT permits, we are not allowing Incentive postage credits to be applied to MT permits. We are only applying Incentive postage credits to PI (permit imprint), OI (OMAS imprint) permits.

63. Can Mail Owners create a permit to receive the postage credits while utilizing an MSP?

Yes. To use the credits, the MSP must use the permit that was designated to receive the earned credits. Keep in mind, the Mail Owner CRID must also be utilized in the By/For field on the postage statement. See FAQ #6.

64. Is there a cost for the permit? If so, how much?

There is an Annual Mailing Fee (per 12-month period) for First-Class Mail Presort (per office of mailing) and for Marketing Mail, and the Permit Imprint Application fee. For the latest information on the fees, go to -> Notice 123 | Postal Explorer (usps.com) [Notice 123 | Postal Explorer](#).

Claiming/Using Postage Credits

65. Since USPS is giving out the credits throughout the year that volume and per piece cost is being considered, does using the credits negatively impact your average cost per piece?

Postage credit usage will reduce a Mail Owner's calculated average actual price per piece if used during the Incentive Period. All else being equal, a lower average actual price paid per piece will translate into lower earned postage credits.

66. How does a Mail Owner claim postage credits earned from the Mail Growth Incentives?

The Mail Owner can claim available postage credits within their Mail Growth Incentive registration Service Request (SR) available in MPP (Mailing Promotions Portal). The steps can be found on PostalPro: then click on Mail Growth Incentives>Resources – click on Requesting Postage Credit on a Permit | PostalPro (usps.com). [Current Mail Growth Incentive- Requesting Postage Credit on a Permit | PostalPro](#)

67. Where can I find the finance number that is needed when claiming credits?

A USPS finance number is a six-digit number that identifies a United States Postal Service (USPS) Post Office or facility. A Permit is established under a specific Post Office's Finance #. This 6-digit # can be located on a finalized postage statement/receipt or it can also be located in your Business Customer Gateway account under "Manage Permits" which is located under "Mailing Services". You will need to click on your business name hyperlink and scroll down toward the bottom to see your list of accounts. The Finance # will be displayed on the righthand side of the screen.

68. Is the incentive a postage credit or a refund? You can only use the postage credits toward future mailings, correct?

The Postal Service will issue postage credit. Postage credits obtained from the First-Class Mail Growth Incentive can only be used for future qualifying First-Class Mail mailings and postage credits obtained from the Marketing Mail Growth Incentive can only be used for future qualifying Marketing Mail mailings, and all such postage credits must be used within the stipulated time.

69. Can I use the postage credits obtained from the First-Class Mail Growth Incentive on Marketing Mail and vice-versa?

No. The postage credits obtained from the First-Class Mail Growth Incentive can only be used for future qualifying First-Class Mail mailings and the postage credits obtained from the Marketing Mail Growth Incentive can only be used for future qualifying Marketing Mail mailings.

70. If I obtain the postage credits in First-Class Mail, can I use the postage credits on non-qualifying First-Class Mail pieces such as Single-Piece First-Class Mail?

Not at this time. The postage credits can only be used on products that qualify for the Incentives. They do not need to be used on the exact same products that earned the postage credits or in the same proportion that the postage credits were earned, but they must be used on qualifying products for the mail class in which they were earned.

71. When can I claim postage credits?

There are three postage credit claim periods available: July, October and February - March of the following calendar year.

72. How much time do I have to use these postage credits?

The postage credits earned in a CY Mail Growth Incentives can be used until Dec. 31 of the following year. (example: Earned credits for MGI 25 must be used no later than December 31, 2026)

73. If I earn postage credits in July, can I use them during the CY to earn more postage credits?

Yes. Postage credits will be available for use immediately after they are agreed to and issued. CY MGI postage credits expire after Dec. 31 of the following calendar year. Note that use of postage credits during the calendar year will reduce the average actual price paid for the calendar year (i.e. volume is counted to earn additional postage credits but potentially with a much lower actual price paid due to postage credit usage as "payment").

74. Can you choose how much postage credit to apply to a job (e.g., for a \$1,000 postage credit can the Mail Owner choose to use \$500 on one mailing and the rest later)?

The most up to date postal system will allow postage credits to be used in any amount up to the total amount due after all other incentives and promotional discounts are taken. If the available postage credit exceeds the total due, then the remainder will be available for use on a future postage statement as long as it is used by December 31, 2025 (for CY 2024 MGI).

75. If a customer's postage credits are calculated with postage on MM Flats, can they use these credits to mail MM Letters?

Yes, postage credits earned under the Marketing Mail Growth Incentive can be used on any qualifying Marketing Mail products. See FAQ #2 for the types of Marketing Mail that qualify.

76. If my permit receiving the postage credits is linked to an EPS account, can the credits be transferred or cashed out?

There is no cash value for these postage credits. The earned postage credits can only be used to pay for future qualifying postage. Postage credits cannot be transferred from one permit to another.

77. If a Mail Owner receives earned postage credits, can they specify part of that to be applied to one MSP Permit and part to the permit of a different MSP?

Yes, a Mail Owner will have the ability to split the earned credits and apply the earned credits to multiple permits. See Question #59.

78. Can a Mail Owner use Mail Anywhere to earn postage credits?

Yes, a Mailer can use a single permit at any location via the Mail Anywhere program. The requirement to participate in the Mail Anywhere program is the ability to submit mailings using an electronic method. This will capture the Customer Registration ID (CRID) which is used to identify Mail Owner volume that can be applied to an SR to potentially earn postage credits. A Mail Owner may also use the earned postage credits on future Mail Anywhere mailings via the permit that the earned postage credits are assigned to. [Mail Anywhere | PostalPro](#)

79. Can a credit be transferred?

No, earned postage credits will reside on the permit that is indicated by the Mail Owner during the Postage Credit Claim Period. Earned postage credits cannot be transferred from one permit to another. It is incumbent upon the Mail Owner to ensure the postage credits are claimed and placed on the correct permit during the postage credit claim process.

80. Do mailers have to wait until a job has auto-finalized before they know how much credit was applied or will they see them once a postage statement is uploaded?

Credits are applied at Statement Finalization.

This information is available after the statement is finalized, as there may be multiple statements that may be uploaded (not finalized) drawing credits from the same Permit.

81. Will Incentive credit usage follow a process like that for Informed Delivery promotions, where the ID promo discount code is assigned to specific records in the Mail.dat for a job and not to the entire Mail.dat? The assumption is as long as the correct records with the correct Mail Growth Incentive code are assigned in the CPT/CCR files and those permits have the credits that both the Mail Owner & USPS have agreed to, there should be no issues.

The mailers must claim the postage credit in Mail.dat/.XML by using the code MG for Marketing Mail postage credits or FG for First-Class Mail postage credits. If the eDoc contains separate Permits for each Mail Owner, with separate Mail Piece Units, then the PostalOne! application only applies the postage credit on the claimed Child Postage Statement. Information on applying CCR entries for claiming MGI Postage Credit - Mail.dat/.XML can be found on PostalPro: then click on Mail Growth Incentives>Resources – CCR entries for claiming MGI Postage Credit | PostalPro (usps.com). [CCR entries for claiming MGI Postage Credit - Mail.dat/.XML | PostalPro](#)

82. Can Postal Wizard be used to apply approved postage credits to qualifying mailings?

Yes. The Postal Wizard screen prompts should be followed, starting with selection (as appropriate) of either First Class Mail Growth or Marketing Mail Growth under Incentives/Discounts.

83. As a mail owner using my own permit, how can I see the postage credits utilized on the finalized postage statement?

Finalized postage statements can be viewed in the Business Customer Gateway (BCG) under the View Transactions Report which is located under Mailing Reports via Mailing Services.

84. Where can the mail owner view the balance or used postage credits on their own permit?

Within the Business Customer Gateway account, the Mailing Promotions Portal (MPP) offers MGI reporting and tracking functionality through an Incentive Credit Dashboard and an Incentive CRID Dashboard.

85. I claimed my MGI earned credit and applied it to a certain permit. Can I transfer that credit to another permit?

No, once a MGI earned postage credit is claimed and approved for placement on a certain permit, it cannot be transferred to another permit. It is incumbent upon the Mail Owner carefully select their target Permit to receive the earned postage credits during the postage credit claim process.

MSPs

86. As an MSP, can I participate in these Incentives?

Only Mail Owners are eligible to participate in these Incentives. Mail Service Providers (MSPs) are eligible if they are also Mail Owners. MSPs that believe they should qualify for participation in the Mail Growth Incentive Program should reach out to the Program Office to discuss their unique situation to determine eligibility. These will be reviewed on a case-by-case basis.

87. How do MSPs track a Mail Owner's volume to qualify for the incentives?

Qualifying volume is determined by Mail Owner CRID. MSPs must use the By/For entry on the mailing statement to identify the Mail Owner CRID for the appropriate volume.

88. Do Mail Owners get postage credit for volume when using a co-mingler's permit?

Yes, when the Mail Owner CRID is identified using By/For designations. The assignment of Mail Growth Incentive baseline volume, qualifying performance period volume, and any resulting postage credits will take into account such By/For designations made on postage statements so that the Mail Owner receives earned postage credits.

89. Can MSPs register Mail Owners (who mail using the MSP’s permit) for the incentives? How?

Currently, MSPs cannot register their clients using the Mailing Promotions Portal. Mail Owners are always responsible for agreeing with and following all Mail Growth Incentive Terms and Conditions.

90. How does an MSP use a postage credit issued to a Mail Owner’s permit?

Mail Owners will receive postage credit on their designated permit and can allow an MSP to pay for postage using this permit. See answer to FAQ #55 for more details on permit requirements.

The mailers must claim the credit in Mail.dat/.XML by using the code MG or FG. If the eDoc contains separate Permits for each Mail Owner, with separate Mail Piece Units, then the PostalOne! application only applies the Credit on the claimed Child Postage Statement. Information on applying CCR entries for claiming MGI Postage Credit - Mail.dat/.XML can be found on PostalPro: then click on Mail Growth Incentives>Resources – CCR entries for claiming MGI Postage Credit | PostalPro (usps.com). [CCR entries for claiming MGI Postage Credit - Mail.dat/.XML | PostalPro](#)

91. How will postage credit usage work for MSPs that have customers that don’t have their own permit?

See answer to FAQ #60 above.

92. Should an MSP have each client sign up for the Mail Growth Incentive or will they be counted toward the MSP baseline?

Only Mail Owners (clients of MSPs in this example) are eligible to participate in these Incentives. MSPs that believe they should qualify for participation in the Mail Growth Incentive Program should reach out to the program office to discuss their unique situation to determine eligibility. These will be reviewed on a case-by-case basis.

Reporting

93. Will there be reports available for the Mail Growth Incentive, e.g., to track credit usage and balance?

Yes. The Incentive Credit Dashboard and the Incentive CRID Dashboard are available within a registration Service Request in the Mailing Promotions Portal for registered Mail Owners with the ability to monitor the following parameters:

- Mail Owner volume tracked against baseline
- Postage credits earned
- Postage credits issued
- Postage credit usage

94. What about reporting for an MSP whose permit/EPA will be using/applying the credits? Will there be some EPS reporting available to us?

Any reports on Incentive credits within MPP will be available at the Mail Owner level, not at the MSP level. The responsibility for tracking Incentive postage credits transferred by a Mail Owner to a permit they do not own lies with the owner of the receiving permit based on the information sent when they accept the postage credit. USPS does not have visibility after a postage credit is

transferred to a third party and therefore will not be reporting credit balances or usage after a transfer.

USPS is developing enhanced MGI reporting to provide increased visibility into credit activity for MGI participants and MSPs.

95. When an MSP receives postage credit transferred by a Mail Owner, will it be identified who the credits belong to since the MSP may have several clients that use the MSP's permit to mail?

The Mail Owner will ask to claim postage credits available within MPP (Mailing Promotions Portal) and, if the permit does not belong to the customer, the customer will be prompted to enter a point of contact for the permit. This permit point of contact (PPOC) must be an authorized representative of the permit owner. PPOC will be asked to "Accept" the credit on behalf of the specific Mail Owner. Once agreement is granted, the customer will have ceded ownership of the credit to the owner of the specified permit and the permit owner will be able to use the postage credits on behalf of the Mail Owner. USPS will not have visibility into such transferred credits. An MSP and Mail Owner will need to work together to track the amount of credit transferred and its use. Please also see FAQ #59.

Definitions

Mail Owner = the business entity, organization, or individual who makes business decisions regarding the mail piece content, directly benefits from the mailing, and ultimately pays for the postage on the mail piece

Mail Service Provider = a business entity, organization, or individual acting on behalf of one or more Mail Owners by providing mailing services for which the Mail Owners compensate the Mail Service Provider. A business entity, organization, or individual whose services define it as a Mail Service Provider may also be considered a Mail Owner, but only for its own mail or the mail of its subsidiaries.

Mail Agent = a business entity, organization, or individual acting on behalf of one or more Mail Owners by providing mailing services for which the Mail Owners compensate the Mail Agent. A business entity, organization, or individual whose services define it as a Mail Agent may also be considered a Mail Owner, but only for its own mail or the mail of its subsidiaries.

Registration = the process by which a Mail Owner reaches agreement with the USPS to participate in either of the Mail Growth Incentives – to include agreement with the Terms and Conditions of participation and agreement on the baseline volume.

CRID = Customer Registration Identification Number. CRIDs are issued to individual Mail Owners when registering on the Business Customer Gateway (BCG) and individual Mail Owners may have more than one CRID. CRIDs are unique numbers that identify Mail Owners by name (and location (city, state)) on Postage Statements when they submit mail, and in PostalOne! as the statement is processed, finalized and paid for.