

# First-Class Mail and Marketing Mail Growth Incentives – FAQs

## Contents

Definitions .....	2
Overview .....	2
General .....	3
Registration/Participation .....	5
Receiving Postage Credits .....	12
Permits .....	14
Claiming/Using Postage Credits .....	15
MSPs .....	19
Reporting.....	20

## Mail Growth Incentives Program Frequently Ask Questions Guide

### **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.*

### **Overview**

Updated: January 2026

On September 27, 2023, the Postal Regulatory Commission (PRC) approved the request by the United States Postal Service (USPS) to update the Mail Classification Schedule (MCS) by establishing two separate Mail Growth Incentives (MGI): the First-Class Mail Growth Incentive and the Marketing Mail Growth Incentive. These incentives will run simultaneously from January 1 through December 31.

Below are answers to common questions about these incentives.

## **General**

### **1. What are the First-Class Mail and the Marketing Mail Growth Incentives?**

The First Class Mail and the Marketing Mail Growth Incentives encourage Mail Owners to increase mail volume within a Calendar Year. These are separate offers that run concurrently and cannot be combined. The Postal Service issues postage credits to Mail Owners who grow qualifying First-Class Mail or Marketing Mail volumes compared to the previous Fiscal Year (October to September) are eligible for postage credits, provided they meet all eligibility requirements.

#### **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 and Saturations Parcels

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

- Presort Letters
- Presort Postcards
- Presort Flats

### **2. Does the term ‘Fiscal Year’ refer to the USPS or the Mail Owner’s fiscal year?**

It refers to the Fiscal Year recognized by the USPS, which runs from October 1 to September 30.

### **3. How does USPS track eligible mail for the Mail Growth Incentives Program?**

USPS tracks all mail volume through Postal One using the Mail Owner 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, particularly for those seeking Full-Service benefits and electronic documentation.

Mail Owners are responsible for ensuring that the CRID(s) associated with their mail are included and approved in their MGI registration. All mailings must be entered under the registered CRID to earn credits.

*Please be advised that failure to follow this process may result in earned credits being withheld.*

### **4. Certain Incentives require mailers access the system to claim postage credit. Are we required to provide anything with each mailing?**

## Mail Growth Incentives Program Frequently Ask Questions Guide

Once a Mail Owner is registered for an Incentive, they can continue mailing as usual. Neither of the two Mail Growth Incentives require additional submissions to go along with sending mail or mail documentations for the Program. However, MSPs must provide accurate By/For information on postage statements to ensure the Mail Owner's volume qualifies for postage credits. Details about postage credit redemption will be shared later.

### **5. Will these requirements be shared with a promotions user group or another forum where the industry can contribute to the technical requirements?**

The USPS is consulting with the mailing industry in various ways as it develops the requirements.

### **6. Can mail pieces that are eligible for promotional discounts also participate in the MGI Program? If so, when are the postage credit calculations applied?**

Yes, mailings eligible for promotional discounts can also participate in the Mail Growth Incentives, provided they meet the qualification requirements (see FAQ #2). The postage credits for First-Class Mail and Marketing Mail Growth Incentive will be calculated based on the average actual price paid for qualifying mail volume during the incentive period. The final credit amount will reflect the actual price paid after the application of all other incentives and promotional discounts.

### **7. Do Folded Self Mailers (FSM) qualify for the MGI Program?**

Yes, Folded Self-Mailers are classified as letters and are eligible, provided they meet the requirements for qualifying commercial volume.

### **8. Do Plus One Postcards qualify for the MGI Program?**

No, Plus One Postcards, which are mailed along with a host Saturation Marriage Mail mailing, do not qualify because the host mailpiece already qualifies, and the Plus One Postcard already has a low price point.

### **9. Do Detached Address Labels (DAL) qualify for the MGI Program?**

No, Detached Address Labels are considered part of the host mail piece and do not qualify separately.

### **10. Do both First-Class Mail Retail volume and First-Class Commercial Mail volume qualify for the First-Class Mail Growth Incentive?**

First-Class Mail Retail volume is not eligible. Only Presort Commercial First-Class Mail qualifies for the First-Class Mail Growth Incentives. Refer to FAQ #2 for details on qualifying products.

### **11. Does Remittance Mail qualify for the MGI Program?**

No, Remittance Mail is usually Single-Piece First-Class Mail, which is not eligible for the Mail Growth Incentives. Refer to FAQ #2 for details on qualifying products.

**12. Does Every Door Direct Mail (EDDM) qualify for the Marketing Mail Growth Incentive?**

Every Door Direct Mail is considered part of the Saturation Carrier Route. EDDM Commercial Mail qualifies for the Marketing Mail Growth Incentive, but EDDM Retail Mail does not. Refer to FAQ #2 for details on qualifying products.

**13. Is the MGI Program permanent?**

USPS has filed with the PRC in 2025 to make the MGI Program permanent and received approval from the PRC to continue the Incentives for the upcoming Calendar Year. Please visit the PostalPro website at [postalpro.usps.com/mgi](https://postalpro.usps.com/mgi) to view the participation dates.

**14. Why are there multiple CRIDs and who is responsible for their creation?**

Our system retrieves all CRIDs associated with the parent company or enterprise, which may account for the high number of CRIDs. Previously, obtaining a CRID has been a simple process, resulting in companies (e.g., Mail Owners and MSPs) accumulating hundreds or even thousands of CRIDs. In several cases, MSPs have obtained CRIDs on behalf of clients without the Mail Owner's knowledge, and as a result many Mail Owners are unaware of all the CRIDs linked to their organization. While most CRIDs are inactive, all active CRIDs must be registered for the MGI Program. Once both parties agree on a baseline volume, no additional CRIDs can be added to an MGI Service Request.

**15. Are the terms and conditions currently accessible, or must we complete the registration process to obtain access to them?**

Yes, please visit the [Mail Growth Incentive Term & Conditions](#) webpage to view the Terms and Conditions that are updated for each Calendar Year.

**16. If a postage credit is applied to a mailpiece, can Mail Owners also participate in the Tactile Promotion and receive the 4% discount applied to the total postage cost?**

Yes, customers may participate in the Tactile Promotion while using a postage credit. The Mail Growth Incentive postage credit is applied to the final amount due on the postage statement after all other discounts, incentives, and promotions have been applied. No additional postage credits are generated from the postage statement. However, qualifying volume may still count toward earning credits if the Mail Owner is registered in an active Incentive.

***Registration/Participation***

**17. How do I participate in the MGI Program?**

## Mail Growth Incentives Program Frequently Ask Questions Guide

To participate in the MGI Program, follow these steps:

- 1) **Register During the Registration Period:** Each year, a Registration Period is announced. During this time, Mail Owners must register for one or both Mail Growth Incentives via the My Products Portal (MPP), accessible through the Business Customer Gateway (BCG).
- 2) **Agree to Baseline Volume:** During registration, USPS will provide the Mail Owner with their baseline volume. The Mail Owner must confirm agreement with this baseline volume and accept the Terms and Conditions.
- 3) **Meet Minimum Mailing Volume Requirement:** Eligibility for earning postage credits requires a minimum mailing volume of one million qualifying pieces within the applicable Calendar Year.
- 4) **Claim Postage Credits:** Earned postage credits can 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.

### **18. When can Mail Owners register for the MGI Program?**

USPS publishes an annual Registration Period for the Mail Growth Incentives. Registration must occur during this designated timeframe.

### **19. Can Mail Owners participate in both the First-Class Mail and Marketing Mail Growth Incentives?**

Yes, Mail Owner can participate in both the First-Class Mail and Marketing Mail Growth Incentives. However, registration for each mail class must be completed separately, and postage credits will be calculated independently for each incentive. Volumes and postage credits cannot be combined between the two.

### **20. Are there baseline ranges or limits for participation in the Mail Growth Incentive, and can Mail Owners with a baseline below one million pieces still qualify?**

Baseline ranges do not apply. Each baseline is determined based on a company's volume of qualifying products within the applicable mail class. USPS will provide a single baseline volume during the registration process, which the Mail Owner can review, approve, or discuss with the Postal Service.

Mail Owners with a baseline volume below one million pieces may still participate. However, to earn postage credits under the respective incentive, they must increase their First-Class Mail or Marketing Mail volume to at least one million pieces within a calendar year to qualify for postage credits under the respective incentive. Postage credits will begin accruing only after reaching the one-million-piece threshold.

**21. What should I do if the baseline volume is zero because I previously mailed under another CRID?**

If the baseline volume is zero, USPS may request additional information before allowing participation in the MGI Program. Mail Owners who register with no qualifying baseline volume, dispute the baseline provided, or for any other reason must agree to provide any requested information. All Mail Owner registrants must agree to the Mail Growth Incentive Terms & Conditions and provide any requested documentation before USPS makes a final determination regarding participation. Mailer Owners with no baseline volume should be prepared to submit proof of mail volume processed under another CRID so that a baseline can be established. If a baseline is agreed upon, the Mail Owner may register for an incentive using the CRID issued during registration, and the agreed-upon baseline will be used to track growth.

Please note: The Mail Owner's CRID must be entered in the Mail Owner CRID section of all postage statements for volume to count toward qualifying Mail Growth Incentive totals and to determine any postage credits earned for the Calendar Year.

**22. During registration for the MGI Program, how is the registering CRID determined, what volume details will Mail Owners see, and what should they do if they disagree with the baseline volumes or CRIDs provided by USPS?**

The registering CRID is the one associated with the BCG account of the person completing the registration. The registration system will automatically identify and include all associated CRIDs based on the Mail Owner's company name, address, and other relevant information.

During registration, Mail Owners will see a single aggregated volume figure for all associated CRIDs, along with the number of CRIDs used to calculate the baseline. If the volume appears accurate, the Mail Owner can agree to the baseline.

If the volume seems incorrect or uncertain, the Mail Owner can review the list of CRIDs and associated volumes within the Service Request created in the Mailing Promotions Portal. This information is available under the Related tab (next to Details) by scrolling to Incentive CRIDs and selecting View All if necessary. Registrants also have the option to download the complete list of CRIDs.

If Mail Owners have questions or disagree with the baseline volumes or CRIDs, follow these steps:

- 1) Open the Service Request (SR) created during the registration submission and review the baseline volumes and CRIDs.
- 2) Select the button labeled "I Disagree – Request Assistance." Alternatively, select the "Review Baseline" button immediately after submitting the registration form and select the radio button labeled "I Disagree – Request Assistance."

## Mail Growth Incentives Program Frequently Ask Questions Guide

- 3) On the next screen, enter the specific issues in the “Reason for Rejection” field including they requested assistance, dispute details, and relevant CRIDs and baseline volumes.
- 4) Follow the on-screen instructions to upload any supporting documentation to clarify what the baseline should be.

USPS will review and investigate any discrepancies. Please be advised that an agreed-upon baseline must be established before the end of the registration period for a Mail Owner to participate in the MGI Program and earn postage credits.

### **23. Can a Mail Owner register only specific CRIDs or split catalog volumes by brand if they share CRIDs, and how can subsidiaries or business units request separate baselines for participation in the Mail Growth Incentive?**

No, catalog volumes cannot be split by permit, as permits are not used in the MGI registration process. Likewise, Mail Owners cannot register only specific CRIDs; all CRIDs associated with a company must be registered to ensure that all mailing volume is counted.

Mail Owners must ensure that the CRIDs they use for mailing are included and approved in their MGI registration. All mailings must be designated under their registered CRID to earn credits, as failure to comply may result in credits being withheld

However, subsidiaries or business units may be considered for separate registration in Mail Growth Incentives on a case-by-case basis. The Mail Owner must provide legitimate business reasons with supporting documentation, subject to review and approval by USPS. Requests should be submitted to the Program Office along with the justification. If approved, baselines and actual volumes for the separate business units will be tracked through individual registration Service Requests.

Permits are not utilized during the registration process. For Mail Owners who believe they have a valid business reason to partition their CRIDs into two or more groups for registration, USPS will review such requests on a case-by-case basis.

### **24. How is the baseline for an Incentive calculated when Mail Owners co-mingle Marketing Mail?**

For co-mingled mail, the baseline is determined by the Mail Owner CRID and incorporates By/For designations. Mail Owners are responsible for identifying any baseline-period mail volume they prepared and entered into the postal network but is not associated with their CRIDs in postal data systems. For example, this could include volume entered by an MSP without By/For information on behalf of the Mail Owner. To avoid confusion when determining qualifying MGI volume and earned postage credits, Mail Owners should encourage MSPs to properly identify their volumes in documentation.

**25. How does Mail.dat resort software notify USPS that the mailer wants to participate in the Growth Discount?**

An incentive is not applied through Mail.dat presort software. Instead, it is a postage credit earned based on approved registration for the applicable incentive and performance during the incentive period (January 1 through December 31). The earned postage credit will be posted to the permit designated by the Mail Owner and must be used within the specified timeframe. Refer to FAQ #90 for details on the use of earned postage credits in Mail.dat/.XML.

**26. If a non-registered MGI CRID was used during the Incentive Year, can the past volume be added to the Registered Mail Owner Service Request?**

Yes. These situations will be addressed during registration to ensure the correct baseline volume is established. Supporting documentation is required for validation.

**27. Can the alternate contact be someone outside the Mail Owner's company, such as an MSP Representative?**

Yes, a Mail Owner can designate any alternate contact of their choice, including someone from an MSP, when registering for a Mail Growth Incentive.

**28. How does USPS determine which CRIDs to use for registration and baseline calculation when a Mail Owner has multiple locations or CRIDs, and are there circumstances where separate baselines may be allowed?**

USPS identifies all CRIDs associated with the parent company or enterprise through postal systems to calculate the overall baseline volume at the Mail Owner's enterprise level. All linked CRIDs are included under a single registration. Mail Owners should thoroughly review their CRIDs before agreeing to a baseline. During registration, it is the Mail Owner's responsibility to validate all CRIDs and associated volumes before accepting the terms and conditions. Failure to do so may result in disqualification from the Mail Growth Incentive(s). However, separate baselines may be allowed for legitimate reasons, such as when a large company operates multiple independent business units or a catalog mailer manages distinct catalogs, each functioning independently and often maintaining separate EPS accounts.

**35. Will mailers receive a detailed outline of their volume during registration? How can they confirm that all volume is correctly associated with them or identify missing volume?**

Yes. During registration, Mail Owners will see a single aggregated volume figure for all associated CRIDs, along with the number of CRIDs used to calculate the baseline. If the volume appears accurate, the Mail Owner can agree to the baseline.

If the volume seems incorrect or uncertain, the Mail Owner can review the list of CRIDs and associated volumes within the Service Request created in the Mailing Promotions Portal. This

information is available under the **Related** tab (next to **Details**) by scrolling to **Incentive CRIDs** and selecting **View All** if necessary. Registrants also have the option to download the complete list of CRIDs.

**36. How is the registering CRID determined? Should we select a single CRID and assume all others are automatically included?**

The registering CRID is the one associated with the BCG account of the person completing the registration. The registration system will automatically identify and include all associated CRIDs based on the Mail Owner's company name, address, and other relevant information.

**37. My company, Abra Inc., is registered for MGI and has acquired Cadabra Inc., which is also registered. How will this acquisition affect our MGI registration and earned credits?**

Notify the Program Office about the acquisition via a message from Abra Inc.'s registration Service Request. As a result of the acquisition:

- 1) **Baseline Volume and CRIDs:** Cadabra Inc.'s baseline volume and registered CRIDs will merge with those of Abra Inc. The new baseline volume for Abra Inc. will include the baseline volumes of both companies. The new CRID list will consist of the registered CRIDs from both Abra Inc. and Cadabra Inc.
- 2) **Updated Data:** Abra Inc.'s actual volume, price paid and earned credit data will reflect the combined metrics of both companies.
- 3) **Registration Status:** Cadabra Inc.'s registration will be canceled, and its Service Request will be marked as "No Baseline Established."
- 4) **Approved Credits:** Any credits approved for Cadabra Inc. prior to the acquisition will transfer and be reflected under Abra Inc.'s combined registration.

If Abra Inc. prefers to maintain separate registrations for both companies, it must submit a request to the Program Office with justification. In this case, baseline and actuals for Abra Inc. and Cadabra Inc. will continue to be managed separately.

**38. Can MSPs participate in the MGI Program, and how should mail be tracked to ensure eligibility for their customers?**

The incentives are exclusively for Mail Owners. However, Mail Service Providers (MSPs) may qualify if they are also Mail Owners. MSPs meeting the criteria for the MGI Program should contact the program office to discuss their specific situation. Eligibility will be evaluated on a case-by-case basis.

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

## Mail Growth Incentives Program Frequently Ask Questions Guide

for the Mail Owner (using By/For). Failure to do so can disqualify Mail Owner volume from the Mail Growth Incentive.

Mail Owner CRIDs are used to track mail volume eligible for the Mail Growth Incentives program. Mail volume tracked solely through Mailer IDs (MIDs) will not be included in MGI volume tracking. If a MID is used for qualifying mail, it must belong to a registered Mail Owner CRID for the mail volume to be eligible.

Additionally, the MSP must correctly identify the Mail Owner on the postage statement using the Mail Owner CRID approved during registration. There are two ways to accomplish this:

- a. If the Mail Owner is also the Permit Holder, the Permit Holder CRID that is identical to the Mail Owner CRID can be used.
- b. If the mail was sent **BY** the Mailing Agent **FOR** the Mail Owner, the Mail Owner CRID and the Mailing Agent CRID must be provided in their respective eDoc fields. This is known as 'the By/For relationship.'

### **39. What documentation is required when Mail Owners request proof from MSPs or co-minglers if they were not correctly identified as the Mail Owner in the eDoc?**

Mail Owners must ensure that all CRIDs they use for mailing are registered and approved in their Mail Growth Incentive (MGI) registration. Credits may be withheld if mailings are not entered under the registered CRID.

If the Mail Owner is not correctly identified in the eDoc, they must provide evidence from the MSP confirming that the mailing volume belongs to them. Acceptable documentation includes statements, reports, or invoices from the MSP showing dates and volumes of eligible mail classes/products. Each submission will be reviewed on a case-by-case basis.

Additionally, Mail Owners are responsible for identifying all baseline volume, even if it is not included in USPS's initial calculation during registration.

### **40. If a customer uses an MSP permit that is unique to them but has their own CRID, can they participate in this incentive?**

No, permits are not used during the MGI registration process for either Incentive. However, Mail Owners must ensure their mailing volumes can be properly linked to their CRIDs. This can be done either by submitting postage statements themselves or through the correct use of By/For designations by an MSP submitting mailings on their behalf.

### **41. If a Mail Owner registers after the start of the year, will mail volume sent prior to registration be included in the annual total?**

Yes, all mail volume for the calendar year will be counted, including volume sent before registration.

**42. Which mailing transaction date determines whether a mailing counts toward the Mail Growth Incentive baseline or performance period?**

The Postage Statement finalization date will serve as the official record date for determining whether a mailing falls within the baseline period or the Incentive performance period.

**43. What is the expected timeframe for approval after applying for the MGI Program?**

Registrations are typically approved within one week. However, the timeframe may vary based on questions from the Mail Owner and the Program Office's review and validation process. Complex registrations may take a month or longer. Mail Owners are strongly encouraged to begin registration as early as possible to allow sufficient time for agreement with the Program Office before the first Postage Credit Claim Period.

***Receiving Postage Credits***

**44. How much postage credit will I receive if I increase my mail volume?**

The Postal Service will issue a 30% postage credit based on the incremental volume for the calendar year, calculated against the greater of (a) the agreed-upon baseline volume or (b) one million pieces. This is multiplied by the average actual price paid per qualifying mail piece during the incentive period. To earn this credit, three conditions must be met:

- 1) The Mail Owner must mail at least one million pieces in the applicable mail class (First-Class Mail or Marketing Mail) during the calendar year.
- 2) The Mail Owner's calendar year volume must exceed the agreed-upon baseline volume.
- 3) The Mail Owner must meet registration requirements, validate, and accept the baseline volume determined by the Postal Service, and adhere to the incentive terms and conditions.

Postage credit for each claim period will be calculated based on the mailed volume and the actual year-to-date average price paid up to the start of that period. For the first claim period, the credit will be based on actual volume and average price paid from January 1 to June 30. Similarly, the second and third claim periods will use data through September 30 and December 31, respectively.

**48. Do I have to wait until the end of the calendar year to receive postage credits? For example, what if I exceed my baseline volumes in May?**

No, postage credits are issued during three claim periods:

- July

## Mail Growth Incentives Program Frequently Ask Questions Guide

- October
- January 15 – February 28 of the following calendar year.

Postage credits for each claim period are calculated based on the volume mailed and the actual year-to-date average price paid up to the start of that period:

- The first claim period uses data from January 1 – June 30
- The second uses data through September 30
- The third uses data through December 31

### **49. Is there a limit to the amount of postage credits that a Mail Owner can earn?**

No, there is no maximum limit on the postage credits a Mail Owner can earn.

### **50. If my baseline is 800,000 mail pieces and I increase my volume to 1,100,000 pieces during the Mail Growth Incentive calendar year, will I receive postage credits for the 300,000-piece increase?**

No, Mail Owners with a baseline of fewer than one million pieces will only earn postage credits on calendar year volume that exceeds one million pieces. In this example, postage credits would apply to 100,000 pieces.

### **51. Are postage credits for Quarter 2 and Quarter 3 calculated based on the same period last year (SPLY)?**

No, postage credit calculations during the incentive period are always based on total baseline volume, not on prior-year comparisons.

### **52. How are postage credits allocated for a Mail Owner with multiple CRIDs and permits?**

Postage credits are calculated based on the combined baseline of all registered CRIDs and are not allocated by individual CRID. Mail Owners can designate one or more permits, associated with their registered CRIDs, to claim their earned postage credits. This allows credits to be distributed across multiple permits for future use.

### **53. As an MSP processing mail for multiple Mail Owners, can we receive postage credits for a Mail Owner if they don't use their own permit.**

Yes, a Mail Owner may assign earned postage credits to one or more permits of their choice, including an MSP's permit. 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). However, Mail Owner volume under the Mail Growth Incentive is determined by the registered Mail Owner CRID, not by who pays for the mailing. The MSP must ensure that the registered Mail Owner's CRID is correctly listed as

the Mail Owner CRID on the postage statement when submitting mailings (using By/For Designation). Failure to do so may disqualify the Mail Owner's volume from the incentive.

**56. Are adjustments to postage credits only made at the end of the year?**

No, adjustments to the average actual price paid are made each time a mailing statement is recorded, which can affect earned postage credits. A final adjustment is made at the end of the incentive period to determine the total postage credit amount earned and available to claim.

**57. What happens if average postage decreases in December, resulting in a negative adjustment? Would Mail Owners be required to pay that money back?**

It is highly unlikely, though possible, for the average actual price paid per piece to decrease enough to result in a negative credit calculation. This may occur if a Mail Owner applies current-year postage credits to current-year postage statements. If the final adjustment results in a negative earned credit balance, the Mail Growth Incentive Terms and Conditions require payment to USPS for the negative amount.

**58. The MSP used an incorrect CRID for some mailings during the Incentive performance period. How can we correct this error to ensure we receive the appropriate postage credits?**

Requests to modify calendar year mailing volumes must be submitted through the My Products Portal using the Service Request number associated with the modification. Supporting documentation verifying the correct CRID and volume must be uploaded with the request. Each submission will be reviewed on a case-by-case basis.

Mail Owners are responsible for ensuring that all CRIDs used for mailing, including those handled by an MSP, are approved and included in their MGI registration. All mailings must be entered under registered CRIDs for volume to count toward earning postage credits. Failure to follow this process may result in credits being withheld.

***Permits***

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

A Mail Owner may assign earned postage credits to one or more permits of their choice, including an MSP's permit. If credits are assigned to a permit not owned by the Mail Owner, the permit holder will receive an email notification. The assignment will only be completed if the permit holder accepts it. Once accepted, the Mail Owner forfeits all rights to the assigned credits.

These steps are managed through the Mailing Promotions Portal (MPP) for recordkeeping and process consistency. If the permit holder declines the assignment and the Mail Owner does not have an eligible permit, the Mail Owner may need to obtain one. The process for claiming postage credits is detailed in FAQ #65.

**60. Does the Mail Owner need to use their own permit to pay for mailings for the volume to count toward the Incentives, and how can an MSP use postage credits issued to a Mail Owner's permit?**

No, the Mail Owner does not have to use their own permit for mailings to count toward the Incentives. If the Mail Owner's CRID is listed on the mailing statement (using By/For designation as applicable), any permit may be used for payment.

Mail Owners will receive postage credits on their designated permit and can allow an MSP to pay for postage using that permit. To claim the credit, mailers must indicate the appropriate code (**MG** or **FG**) in Mail.dat/.XML. If the eDoc contains separate permits for each Mail Owner with separate Mail Piece Units, the PostalOne! system applies the credit only to the claimed Child Postage Statement.

**61. Can a Mail Owner apply Incentive postage credits to a Meter (MT) permit?**

No, Incentive postage credits cannot be applied to MT permits because USPS cannot track or restrict usage to ensure Marketing Mail credits are only used for Marketing Mail. Incentive postage credits are only applied to PI (permit imprint) and OI (OMAS imprint) permits.

**62. Can Mail Owners create a permit to receive postage credits while using an MSP?**

Yes, Mail Owners can create a permit to receive postage credits. To apply the credits, the MSP must use the designated permit and include the Mail Owner's CRID in the "By/For" field on the postage statement. Refer to FAQ #6 for additional details.

**63. Is there a cost for obtaining a permit? If so, how much?**

Yes. There is an annual mailing fee (per 12-month period) for First-Class Mail Presort and Marketing Mail, as well as a Permit Imprint application fee. For the most current fee information on the fees, visit the [Notice 123 | Postal Explorer](#) webpage.

***Claiming/Using Postage Credits***

**64. Will using postage credits during the Incentive Period lower the average cost per piece?**

Yes, using postage credits during the Incentive Period will reduce a Mail Owner's calculated average actual price per piece. A lower average price per piece may result in earning fewer postage credits.

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

Mail Owners can claim available postage credits through their Mail Growth Incentive registration Service Request (SR) in the My Products Portal (MPP). To view detailed instructions, visit the [Requesting Postage Credit on a Permit](#) webpage.

**66. Where can I find the Finance Number required 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 Number. This 6-digit number 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 Number will be displayed on the right-hand side of the screen.

**68. Is an incentive issued as a postage credit or a refund? Can the postage credits only be applied to future mailings?**

The incentive is issued as postage credit, not a refund. Credits earned through the First-Class Mail Growth Incentive may only be applied to future qualifying First-Class Mail mailings. Similarly, credits from the Marketing Mail Growth Incentive may only be used for future qualifying Marketing Mail mailings. All credits must be utilized within the specified time frame.

**69. Can postage credits earned through the First-Class Mail Growth Incentive be used for Marketing Mail Incentives, and vice versa?**

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

**70. Can postage credits earned in First-Class Mail be used for non-qualifying First-Class Mail, such as Single-Piece First-Class Mail?**

No. Postage credits may only be used for products that qualify for the MGI Program. While they do not need to be applied to the exact products that generated the credits or in the same proportion, they must be used on qualifying products within the same 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 January 15 – February 28 of the following calendar year.

## Mail Growth Incentives Program Frequently Ask Questions Guide

Available postage credit for each postage credit claim period will be computed based on the volume mailed and actual average price paid CYTD until the postage credit claim period begins. Hence, the first claim period will report available postage credit based on actual volume and average price paid January 1-June 30. Likewise, the second and third claim periods will utilize actual volume and average price paid data through September 30 and December 31, respectively.

### **72. How much time do I have to use the earned postage credits?**

Postage credits earned through a Calendar Year Mail Growth Incentive must be used by December 31 of the following Calendar Year.

### **73. If I earn postage credits in July, can I use them within the same calendar year to earn additional postage credits?**

Yes, postage credits become available for use immediately after they are agreed upon and issued. Credits earned through the Calendar Year Marketing Growth Incentive expire on December 31 of the following calendar year. Please be advised that using postage credits during the same calendar year may reduce the average actual price paid for that year, as volume will count toward earning additional credits but at a lower effective price due to credit usage as payment.

### **74. Can a Mail Owner choose how much postage credit to apply to a mailing (e.g., use \$500 from \$1,000 credit and apply the remainder later)?**

Yes, the current postal system allows postage credits to be applied in any amount, up to the total amount due after all other incentives and discounts are applied. If the available credit exceeds the total due, the remaining balance can be used on a future postage statement, provided it is used by December 31 of the following Calendar Year.

### **75. If a customer's postage credits are calculated based on Marketing Mail Flats, can those credits be used for Marketing Mail Letters?**

Yes, postage credits earned under the Marketing Mail Growth Incentive can be applied to any qualifying Marketing Mail products. Refer to FAQ #2 for a list of qualifying Marketing Mail types.

### **76. Can a Mail Owner split earned postage credits between different MSP permits?**

Yes, Mail Owners may split earned postage credits and apply them to multiple permits. Refer to Question #59 for additional details.

### **77. Can a Mail Owner use Mail Anywhere to earn postage credits?**

Yes, Mail Owners can use a single permit at any location through the Mail Anywhere program. Participation requires submitting mailings electronically, which captures the Customer

Registration ID (CRID) used to identify Mail Owner volume eligible for postage credits. Earned credits may also be applied to future Mail Anywhere mailings through the permit to which the credits are assigned. Visit the [Mail Anywhere | PostalPro](#) webpage for more details.

**78. Can postage credits be transferred to another permit?**

No, earned postage credits remain on the permit specified by the Mail Owner during the Postage Credit Claim Period and cannot be transferred to another permit. It is the Mail Owner's responsibility to ensure credits are claimed and assigned to the correct permit during the claim process.

**81. Will applying Incentive credits be similar to the process used for Informed Delivery promotions, where the discount code is assigned to specific records in the Mail.dat rather than the entire file.**

Yes, Mailers must claim postage credits in Mail.dat/.XML using the code "MG" for Marketing Mail credits or "FG" for First-Class Mail credits. If the eDoc includes separate permits for each Mail Owner with distinct Mail Piece Units, the PostalOne! system will apply the postage credit only to the corresponding Child Postage Statement. Visiting the [CCR entries for claiming MGI Postage Credit - Mail.dat/.XML | PostalPro](#) webpage for additional information.

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

Yes. Postal Wizard can be used to apply approved postage credits. Follow the on-screen prompts, beginning with the selection of either First-Class Mail Growth or Marketing Mail Growth under Incentives/Discounts, as applicable.

**83. As a Mail Owner using my own permit, how can I view the postage credits applied on the finalized postage statement?**

Finalized postage statements can be accessed through the **Business Customer Gateway (BCG)** under **Mailing Services** → **Mailing Reports** → **View Transactions Report**.

**84. Where can a Mail Owner view the balance and usage of postage credits on their permit?**

Mail Owners can access this information through their Business Customer Gateway account. The My Products Portal (MPP) provides reporting and tracking functionality via the Incentive Credit Dashboard and the Incentive CRID Dashboard.

**85. If I claim my MGI earned postage credit and apply it to a specific permit, can I later transfer that credit to another permit?**

No, once an MGI earned postage credit is claimed and approved for a specific permit, it cannot be transferred. It is the Mail Owner's responsibility to carefully select the correct permit during the postage credit claim process.

**86. Can MGI postage credits be used to pay for metered postage or pre-cancelled stamps when submitting a postage statement or eDoc?**

No, MGI postage credits can only be applied to Permit Imprint (PI) or OMAS Imprint (OI) permits. Since Metered (MT) permits are required for metered postage and Pre-Canceled (PC) permits for pre-cancelled stamps, MGI postage credits cannot be used for these purposes.

**87. Can MGI postage credits be used to pay for residual postage when using MT or PC permits?**

No, residual charges can be paid via a PI permit, but these charges are considered adjustment transactions, separate from the original purchase. Adjustment transactions must be paid using EPS funds and cannot be covered by MGI postage credits, regardless of the permit type or availability of credits on a PI permit.

***MSPs***

**88. How can MSPs track a Mail Owner's volume to determine incentive eligibility?**

Qualifying volume is tracked by the Mail Owner's Customer Registration ID (CRID). MSPs must use the By/For entry on the mailing statement to correctly identify the Mail Owner's CRID for the associated volume.

**89. Do Mail Owners receive postage credits 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.

**90. Can MSPs register Mail Owners who use the MSP's permit for incentives?**

No, MSPs currently cannot register their clients through the My Products Portal. Mail Owners are solely responsible for agreeing to and complying with all Mail Growth Incentive Terms and Conditions.

**91. Should an MSP have each client enroll in the Mail Growth Incentive, or will their volume count toward the MSP's baseline?**

Only Mail Owners (MSP clients) are eligible to participate in the Mail Growth Incentive. MSPs that believe they qualify for participation should contact the program office to discuss their specific circumstances. Eligibility for MSPs will be reviewed on a case-by-case basis.

## **Reporting**

### **92. Will reports be available to track credit usage and balance for the MGI Program?**

Yes, registered Mail Owners can access reporting through the Mailing Promotions Portal within the Business Customer Gateway. The Incentive Credit Dashboard and Incentive CRID Dashboard provide visibility into:

- Mail Owner volume compared to baseline
- Postage credits earned
- Postage credits issued
- Postage credit usage

### **93. What about reporting for an MSP whose permit/EPA will be using/applying the credits? Will there be some EPS reporting available to us? Can a permit that is not linked to an EPS account be used to receive postage credits?**

EPS accounts are not currently required at this time. 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.

### **94. If an MSP receives postage credit transferred by a Mail Owner, will the credits be identifiable by client, given that multiple clients may use the MSP's permit?**

The Mail Owner initiates the credit transfer within the My Products Portal (MPP). If the permit does not belong to the Mail Owner, they will be prompted to provide a Permit Point of Contact (PPOC), who must be an authorized representative of the permit owner. The PPOC must accept the credit on behalf of the Mail Owner. Once accepted, ownership of the credit transfers to the permit owner, who may use the credits on the Mail Owner's behalf. USPS does not track transferred credits; therefore, the MSP and Mail Owner must coordinate to monitor the amount transferred and its usage. Refer to FAQ #59 for additional details.