The USPS Selects Pitney Bowes Video Technology to Help Promote a Modern Mailing Experience

STAMFORD, Conn., May 22, 2017 - Pitney Bowes (NYSE:PBI), a global technology company that provides innovative products and solutions to power commerce, today announced that the United States Postal Service (USPS) will utilize Pitney Bowes EngageOne Video technology to support its journey to create a more connected, effective, and modern mailing experience. The interactive USPS experience will help educate and inform Mail Owners and Mail Service Providers (MSPs) on how to take part in and deliver value from the 2017 Mailing Promotions and USPS Informed Delivery® campaigns.

Nothing replaces the tactile value of hardcopy mail, but USPS recognizes consumers' increasing desire to interact and communicate digitally with everything, including their mail. Informed Delivery campaigns and the 2017 Mailing Promotions enhance the value of physical mail by seamlessly integrating it into a rich, digital experience, thus maintaining the relevancy of mail and growing mail volume.

"Direct mail remains one of the most effective marketing tools available today," says Bob Guidotti, Executive Vice President & President, Software Solutions, Pitney Bowes. "But as our physical and digital worlds merge, organizations must leverage both to succeed. USPS is leading the way by offering its customers meaningful physical *and* digital experience, and we're proud that EngageOne Video will play a role in these customer experiences."

EngageOne Video is a customer engagement solution that delivers interactive communications designed specifically for each viewer. Each video experience acts as a customer service, sales, marketing or educational resource that empowers viewers to self-select topics and actions relevant to their individual needs.

Informed Delivery

Informed Delivery notifications are an innovative feature that gives residential consumers the ability to see a daily preview of the address side of their household's letter-size mail pieces arriving soon. This feature offers marketers an unprecedented opportunity to engage consumers and expand their marketing reach through synchronized direct mail and digital campaigns.

An Informed Delivery notification can generate a coordinated, double impression for the intended recipient from a single mail piece, as well as potential additional impressions for other household members who are Informed Delivery users. Marketers can receive even greater benefits by conducting an interactive campaign with digitally enhanced elements, providing consumers with an engaging experience and reinforcing the customer call to action.

MSPs and Mail Owners interested in understanding how to better take advantage of the Informed Delivery feature can learn more about this offering through an EngageOne Video, such as how to increase mail volume; acquire more clients through innovation; provide a streamlined approach to services offered; generate new revenue streams; and enable cost-effective, multichannel marketing.

2017 Mailing Promotions

Since the 2011 launch of the Mobile Barcode Promotion, the USPS has delivered annual promotions and incentives intended to create awareness of innovative uses of mail. Billions of mail pieces have utilized some form of innovation and mail owners have enjoyed the postage discounts, as well as the additional exposure to their audience.

The USPS Mailing Promotions provide marketers and mailers with exciting opportunities to try new technologies and techniques that engage the reader, and help drive higher response rates and returns. This year's six promotions include: Earned Value Reply Mail Promotion; Emerging and Advanced Technology Promotion; Tactile, Sensory and Interactive Mailpiece Engagement Promotion; Direct Mail Starter Promotion; Color Transpromo Promotion; and Mobile Shopping Promotion.

To explain the various mailing promotions in an efficient and informative matter, EngageOne Videos will educate providers on the different promotions, and how to drive customer engagement and return value from marketing investment. The interactive USPS video experience includes information around registration, the promotional period, mail eligibility, and discounts.

About Pitney Bowes

Pitney Bowes (NYSE:PBI) is a global technology company powering billions of transactions – physical and digital – in the connected and borderless world of commerce. Clients around the world, including 90 percent of the Fortune 500, rely on products, solutions, services and data from Pitney Bowes in the areas of customer information management, location intelligence, customer engagement, shipping, mailing, and global ecommerce. And with the innovative Pitney Bowes Commerce Cloud, clients can access the broad range of Pitney Bowes solutions, analytics, and APIs to drive commerce. For additional information visit Pitney Bowes, the Craftsmen of Commerce, at www.pitneybowes.com.