

C A S E S T U D Y

USPS MAIL GROWTH PROMOTIONS THROUGH DIGITAL XPRESS

Partnering with DXP on Strategic Use of the USPS Mail Growth Promotion Delivers Thousands of Dollars in Postage Savings

In the competitive direct mail landscape, maximizing postage savings is critical to maintain strong marketing ROI for your business. The Mail Growth Promotion discount through USPS rewards mailers who grow their volume above a prior-year baseline — and with the right expertise and tracking process from your print + mail partner, Digital Xpress, the results can be extraordinary. The following case study highlights how our knowledgeable team at DXP leveraged the Mail Growth Promotion to deliver exceptional postage credits for two very different customers: Customer A — a high print volume marketing agency; and Customer B — a local home improvement company.

CUSTOMER A | MARKETING AGENCY

\$583,000

in 2026 Postage Credits To-Date

CUSTOMER B | HOME IMPROVEMENT

\$44,000

in 2026 Postage Credits To-Date

WHAT IS THE USPS MAIL GROWTH PROMOTION?

The USPS Mail Growth Promotion is an annual incentive program designed to reward mailers who grow their First-Class Mail or USPS Marketing Mail volume **above an established baseline**. Rather than requiring changes to mailpiece design or technology, the Mail Growth Promotion is straightforward: mail more than you did in the comparable prior-year period, and earn postage credits on the incremental volume.

KEY FEATURES OF THE MAIL GROWTH PROMOTION INCLUDE:

- Postage credits are earned on incremental mail volume above the prior-year baseline period
- Credits are applied directly against future postage costs, delivering **immediate bottom-line savings**
- No mailpiece redesign required — growth in volume is the sole qualifying criteria
- Available for both First-Class Mail and USPS Marketing Mail mailers

The simplicity of the Mail Growth Promotion makes it one of the most accessible postage savings opportunities available. However, capturing credits requires careful baseline analysis, precise volume tracking, and timely enrollment. **That's where our DXP team comes in — leading you step-by-step through the process and maximizing all available postage discounts.**

CUSTOMER A | MARKETING AGENCY

Customer A partnered with Digital XPress beginning January 2020. A large-volume direct mailer sending millions of pieces annually, Customer A saw steady growth through 2023, but without proper tracking and projections, their high volume failed to generate credits for future mailings. Our DXP team enrolled Customer A into the USPS Mail Growth promotion in January 2024, earning them \$1,578,500 in postage credits. Due to the increase in mail pieces over the baseline for 2024, Customer A earned \$ 751,788 in postage credits for 2025. In 2026, to-date, they've earned \$583,986 in postage credits, bringing their **total** postage credits since initial enrollment to over \$2.9 million dollars.

CUSTOMER A

\$2,914,274

Total Postage Credits Saved To-Date **(3 Years)**
Through USPS Mail Growth Promotions

OUR RESULTS By partnering with DXP to track and maximize volume, Customer A received \$2.9M in postage credits over three years. Those savings were directly reinvested into expanding their mailing programs — enabling them to reach new audiences and grow their business further with a compounding benefit in future promotion periods.

In the three years since Digital XPress encouraged us to take advantage of the mail growth promotion, we've already earned over \$2 million in postage credits so far — and the benefits compound every promotion period. We're grateful to DXP for partnering with us and helping us continue to grow.

— Customer A

CUSTOMER B | HOME IMPROVEMENT

A long-time client of DXP, Customer B, a regional direct mailer with a tight marketing budget reached out seeking to increase the success of its marketing efforts and reduce postage costs. Our team enrolled Customer B into the Mail Growth promotion, allowing them to receive \$55,000 in postage credits for the year. USPS auto-enrolled Customer B into the program again at the start of 2026, generating an additional \$44,000 of postage credits to-date. This bolstered Customer B's limited marketing budget and made it possible for them to increase their reach to new customers by 17%.

CUSTOMER B

\$96,000

Total Postage Credits Saved To-Date **(2 Years)**
Through USPS Mail Growth Promotions

OUR RESULTS For a budget-conscious regional mailer, \$96,000 in postage credits was a transformative outcome — funding additional mail campaigns that would otherwise have been out of reach. Customer B now treats Mail Growth Promotion enrollment as a standard part of their annual direct mail planning.

Last year alone, we were able to significantly offset our postage expenses and improve the overall efficiency of our direct mail marketing spend. The team at Digital XPress was incredibly supportive throughout the entire process, providing clear guidance every step of the way. Their expertise made what could have been overly complex feel seamless. I truly couldn't have done it without them.

— Customer B

DXP's hands-on expertise in mail growth promotion enrollment & management makes it easy for our customers to capture every dollar of postage credit earned.

DON'T MISS OUT ON THE SAVINGS! Contact our team today at **518-437-5349** to conduct a baseline review and get your enrollment started!

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